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Vol. IV.

January, 1927

No. 4

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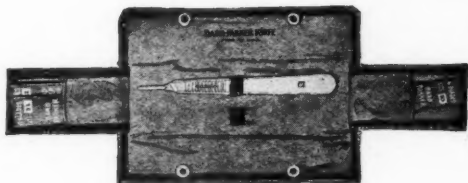
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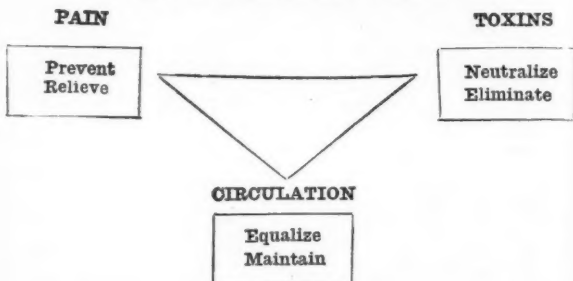
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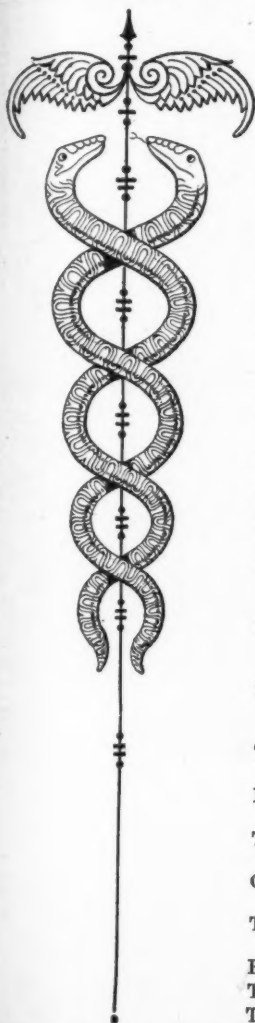
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MEDICAL ECONOMICS



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INDICATIONS

Phillips' Milk of Magnesia is essentially antacid and mildly laxative. It is specifically indicated in pyrosis or hyperchlorhydria; acute, sub-acute, and chronic gastritis, nervous dyspepsia, gastric and duodenal ulcer, nausea and vomiting of infants and adults, the nausea of pregnancy, infantile summer diarrhea and constipation. It is of marked value in combating auto-intoxication by acid products of metabolism occurring in diseases affecting the nutritional and metabolic processes, as rheumatism, gout and diabetes. Its use maintains the normal state of blood alkalinity and reduces the acidity of the urine in cystitis and urethritis. Dentists generally recommend Phillips' Milk of Magnesia to control

oral acidity and prevent caries. It is an ideal dentifrice.

Note. One tablespoonful of Phillips' Milk of Magnesia contains twelve grains of pure magnesium hydroxide and in neutralizing power is equivalent to 44 grains of sodium bicarbonate or $1\frac{1}{2}$ pints of lime water.

DOSAGE

The usual dose of Phillips' Milk of Magnesia, as an antacid, ranges from one teaspoonful (4 c. c.) to one tablespoonful (16 c. c.). This amount should be mixed with an equal portion of cold water or milk and given half an hour after meals. For its laxative effect, the adult dose is one to two fluid ounces (30 to 60 c. c.). The aperient action may be facilitated by giving the juice of lemon, lime or orange, half an hour thereafter.

PHILLIPS' Milk of Magnesia

CAUTION. The physician is advised to beware of imitations of Phillips' Milk of Magnesia. Kindly prescribe in original 4-ounce (25c bottles) and 12-ounce (50c bottles) obtainable from druggists everywhere.

*"Milk of Magnesia" has been the U. S. Registered Trade Mark of
The Charles H. Phillips Chemical Co. and its Predecessor
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MEDICAL ECONOMICS

"The Business Magazine of the Medical Profession"

Rutherford, New Jersey

Vol. IV., No. 4

January, 1927



Toledo's Health Publicity Campaign

EVER since the signing of the Declaration of Independence a century and a half ago, the changes undergone by various old-time institutions and traditions on the American continent have been so rapid and so complete as to make Howard Thurston's best sleight-of-hand look like a slow-motion movie.

There have, of course, been exceptions to this unstable process, and the honor of being the most outstanding exception of all probably belongs rightfully to the medical profession.

It has taken approximately one hundred and fifty years for the first signs of a metamorphosis to make themselves evident. Physicians are beginning to develop a surprising degree of calousness to the publicity demon.

The word "publicity", though just as distasteful when applied to the individual physician has

lost a good deal of its former terror, and is now being discussed rationally by many county medical societies in the country—and in some quarters even being applied.

This is very encouraging.

Consider, as one of the country's (and for that matter the world's) best examples of concerted and enlightened action on the part of a medical group, the publicity campaign begun last April by The Academy of Medicine of Toledo and Lucas County.

The tremendous amount of good resulting from this cam-

paign can never be reckoned. It is tremendous!

For don't forget that every phrase written or uttered under the label "Medical Publicity" works directly for the good of the public.

To put it in modern merchandising terms:



Dr. E. J. McCormick

(a) The doctor is offering a service;

(b) The service protects and furthers the health of the community;

(c) The community must understand the service in order to reap its greatest benefit.

Therefore, it is up to the doctor, as a group, to explain this service in terms of educational health publicity, in order to be of the greatest good to his fellow-men.

Paid advertising is usually to be preferred, because it can be controlled, but free publicity is an excellent start.

The evil of advertising lies only in the thing being advertised. A quack is evil, therefore an advertisement that brings people to a quack is evil.

A vacuum cleaner or a washing machine is a boon to women; therefore advertising that places these articles in the home is not evil, but everlastingly beneficial.

Advertising that makes people better able to recognize a reputable physician, that explains why and when people should visit a physician, is good.

Free publicity space and paid advertising space are, of course, the same in purpose. The first is usually subject to all the whims of the newspaper staff, from city editor down, and it has been the experience of men long in the field, that paid advertising is more economical and more effective in the long run.

The Toledo campaign seems, however, to have forestalled a good deal of these editorial vagaries. By direct cooperation with the newspapers, the material was controlled by the Publicity Committee nearly as effectively as if the space had been reserved and paid for.

Incidentally MEDICAL ECONOMICS can not help feeling that advertising space, paid for at full rates by contribution or assessment on the members of a medical group, is the logical arrangement.

In fact, some members of the Toledo group believe firmly the present "publicity campaign" is but a forerunner of a paid advertising series which they feel must and will develop eventually.

William J. Burns, the executive secretary of The Academy of Medicine of Toledo and Lucas County, describes the campaign:

"The Publicity Committee was appointed as a new committee of The Toledo Academy of Medicine in February, 1926, by E. J. McCormick, M.D., President.

"Its plan was a definite campaign of educating the public in matters medical.

"The committee was to be in the nature of an editorial board, to receive, prepare and edit short articles of general interest for publication in the various newspapers. Through this means it was hoped to acquaint the general public with authoritative information on medical subjects, and to introduce to the people the place that Organized Medicine should play in the care of public health.

"The members of the Publicity Committee made preliminary arrangements with the newspapers to publish these short articles. Further, it edited some twenty articles for immediate release. In addition, on April 1, 1926, it sent an invitation to each member of The Toledo Academy of Medicine to co-operate in this new movement.

"On April 7, 1926, Article Number One, entitled 'Declaration of Purpose', was issued to the newspapers. Since that time the Publicity Committee has issued weekly articles dealing with medicine which are written in plain every-day English, sans medical terms, and published in the Toledo News-Bee and Toledo Times. Thus the field is covered by a morning paper and an evening paper.

"Individual articles are sent to each newspaper. These articles are copyrighted. Some of the titles have been: 'Catarrh, a Dis-

ease
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'Pim
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'Bres
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Cup'
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The Academy's Building

ease or a Symptom?', 'Spring Tonics', 'Eczema in Babies', 'Pimply Face and Red Nose Cured by Diet and X-ray', 'Microbes and Man', 'The Nasal Sinuses', 'Spring Cleaning', 'Break Quarantine', 'Children of Ancients', 'Common Drinking Cup', 'Skin Cancer, Its Prevention and Treatment', 'The Evils of the Pocket Handkerchief', 'Doctors' Service Bureau of The Academy of Medicine', 'Making a Human Inventory'.

"At the end of each article published, the public is invited to suggest topics on which they desire a paper to be written. It is gratifying to see how quickly the public has grasped this opportunity for authoritative medical information. We have received requests for articles on high blood pressure, rupture, venereal diseases, heart, liver, nervousness, turn of life, lip reading, rheumatic fever, hay fever, bright's disease, floating kidney, obstruction of the bowels in children.

"The last request for a series

of articles came from The American Flint Glass Workers' Union of North America, who publish a sixty-four page monthly journal, 'The American Flint'. Even the Chamber of Commerce desires medical articles for publication in their official organ, 'Toledo's Business'.

"All articles released by the Publicity Committee are done so under the following conditions: (1) The copy furnished by the Academy of Medicine has been edited by specialists and censored by the Committee, so it is authoritative; therefore, its context cannot be changed in any way. (2) The use of the caduceus as a symbol of medicine shall be made in connection with every article. (3) All articles shall prominently display the fact that they are released through The Academy of Medicine of Toledo and Lucas County, and shall be numbered in a series.

"The work of the Publicity Committee, in conjunction with
(Continued on Page 54)

Through the Lake Region of Italy

Picturing the itinerary of the 1927 MEDICAL ECONOMICS Tour of Europe as it progresses through the beautiful lake district of northern Italy, to Venice. Baden-Baden sends its official invitation to THE TOUR. Reservations should be made immediately.

UPON emerging from the blackness of Simplon Tunnel, every member of THE TOUR will naturally want to look back for a view of the mountain range under which the train has passed.

Suppose we interrupt the trip here for a minute, while we emphasize again that the train accommodations will be especially arranged for observation while en route.

Observation platforms, of the type known in America, are not used on European railways, and even if they were, the number of people who can squeeze themselves on to a rear observation platform is physically limited.

The construction of European railway cars makes each compartment a virtual observation platform in itself, with this added advantage—that one can have his "platform" windows either open or closed according to one's taste and the direction of the wind.

Furthermore, enough special cars will be provided so that the entire party will be distributed comfortably and liberally, with an abundance of latitude for sight-seeing.

All this may seem like a minor point, but it is really of great importance. Some of the best views are obtained from the railway train.

We are scheduled to reach Stresa at 3:18 p.m. on August third, after passing through some of the grandest scenery of the trip.

Going southward away from the Alps gives a picture of snowy grandeur looking down upon wide, rolling vegetation, upon the nestling hamlets of the Italian lakes district.

Lake Maggiore (embracing Stresa) is in fact a sort of semi-tropical garden spot, a decided contrast

to the ruggedness of the country just left.

Isola Bella, in the center of Lake Maggiore, holds the palace of the Borromeos, at which Napoleon stayed for a time during his march into Italy. This spot of beauty was also used as a place of residence by Queen Victoria. Motor boat cruises will be made over the limpid waters of Maggiore to Isola Bella and the world-famous Terrace Gardens.

The next great "wonder of the world" encountered by THE TOUR is the Cathedral of Milan,



The Milkmaid

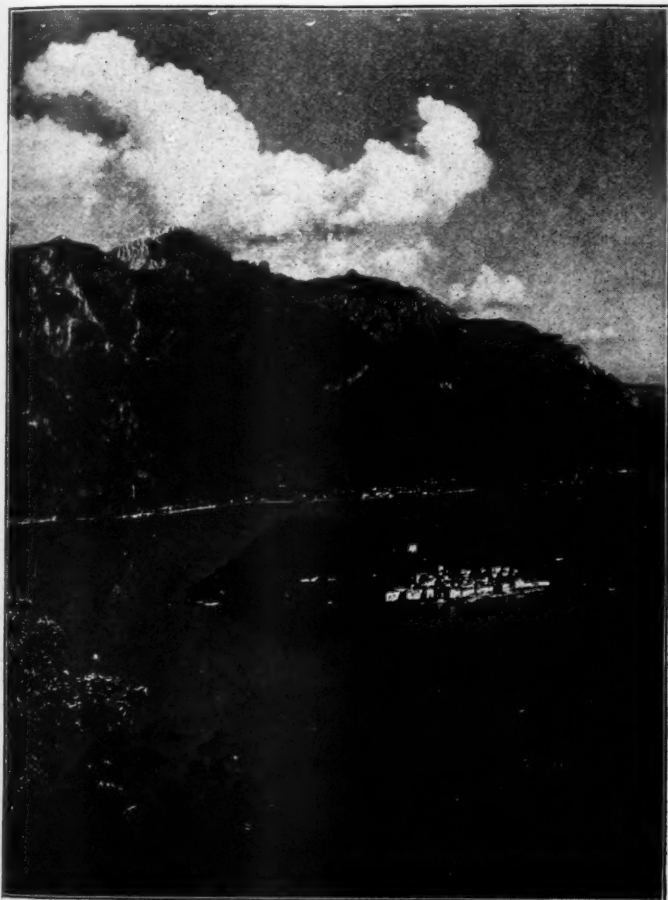
a massive structure carved as exquisitely as if made of ivory. Here again we have contrast—after a reverent pause in the awe-inspiring interior, one can go into the tower of the interior and have bologna and rolls for a lira or two.

The drives about Milan will

also include a visit to the Arcades, La Scala, and the Church of Santa Maria della Grazie, where Leonardo da Vinci's "Last Supper" is exhibited.

We leave Milan in the afternoon; that evening we dine in Venice.

(Continued on Page 38)



Lake Maggiore

Past Due

By Harry Botsford

I

ONCE conducted with considerable success a collection agency. I specialized in collecting accounts for doctors. I specialized because I discovered that, properly approached, the individual who was indebted to a physician would liquidate his indebtedness. I found that these obligations were much easier to collect than commercial debts. Hence I feel that I have a right to set down in black and white a few of my conclusions, some of my methods and some of my philosophy of handling professional men's accounts.

In the first place let us start on the premise that it is moral and ethical to secure what is justly and honestly your due. That premise is one which cannot be denied. Too many professional medical men die leaving an estate consisting entirely of good will and a book filled with past-due accounts. Such a condition might be avoided. Perhaps it would be rank heresy for a writer to suggest that too many physicians are poor business men. Therefore the writer will not even hint at such a suggestion.

But a matter of ten years ago that was true.

And I discover that a matter of a decade seldom changes the habits of any profession, particularly as it relates to the methods by which their business affairs are conducted.

Before I start this series on how and why the physician should keep his accounts collected to date I wish to state that this article is not prepared for the medical man who is extremely busy—who is so busy

that he cannot devote time or attention to the business affairs of his profession. It is not written for the medical man who lets his accounts accumulate and who refuses to relegate book-keeping and correspondence details to an assistant. Collecting is merely a matter of ordered routine; it takes time and attention. If it were possible I'd like to present the gentlemen of the profession with a magic wand which they might wave over their dubious accounts and which would result in a shower of gold and signed and legal checks. Unfortunately, however, such a wand does not exist. Collections, after all are a matter of routine, a matter of detail.

In my collection agency experience I discovered that most of the so-called doubtful accounts on the ledgers of the average medical office were due, primarily, to neglect in sending out regular monthly statements. Various excuses were offered for this neglect, none of which held water. *The monthly statement is the first step in keeping the debtor in line.* If you fail to send out a correct statement the first of each month your account is bound to be neglected. Remember, please, that on the first of the month the debtor receives all bills—the butcher, the baker, the ice bill, the gas bill, the rent and other items. If your bill is not in that group, is it to be wondered at that when you do send it, it is neglected and shifted aside? Does not the obligation the debtor incurred have equal importance with the food or meat bills of the family you served? If you think so, see that the debtor gets your state-

ment along with the others payable at the same time.

It appears to be a national custom to pay all bills on or before the tenth of the month. If you fail to pay your grocery bill by that time the grocer may grow a bit impatient; he will probably send you a terse inquiry asking why the matter hasn't been straightened up—he naturally wants an explanation. He deserves an explanation. But how often do you—or your clerical assistant—go over the ledgers on the eleventh of the month and pick out the accounts that have not been active and then get in touch with the delinquents? Seldom, indeed! And that little neglect on your part probably gives to the debtor a species of assurance that you are in no hurry for your money—and your obligation is neglected and probably forgotten.

The eleventh of the month is the logical time on which to begin to exert a slight pressure on the debtor. Right here let me say that many accounts become

hopeless simply because the creditor fails to keep in touch—men neglect at long range, they cheat in the crowd—it is the stranger who is sent away with scant consideration. When a debt becomes a matter between neighbors, between friends, it is soon adjusted and in a friendly manner, too.

I once demonstrated to a popular surgeon how easy it was to collect money on the eleventh of the month providing a certain amount of tact and consideration was used. He had called me in to collect the accounts on his books which were heavy. As a matter of fact he was very hard pressed for ready money. He needed a considerable sum that very day and he even offered to discount the accounts rather heavily if I would buy them. I told him that this was unnecessary. I telephoned my office and had them send up to the surgeon's office three messenger boys. Then with the past-due accounts, a telephone directory

(Continued on Page 58)

DOES THE GUARANTEE FUND GUARANTEE?

Reported by Lawyer Hayward

THE application of the Nebraska Guaranty Fund law to a new state of facts is involved in the recent decision of the Supreme Court of that state in a case reported in 206 N.W. 158, where the evidence showed that a physician deposited \$3,000 in a Nebraska bank, the bank was in need of funds, and the cashier, without any authority from the physician, drew checks against the amount and used the money for the benefit of the bank.

When the physician learned of this he was far from pleased, demanded restitution, and asked that the deposit be converted into a time deposit drawing interest. The cashier stated that the bank would pay interest, but no rate was agreed upon.

Later on, the bank went into the hands of a receiver, and the physician claimed the protection of the guaranty fund.

"When the bank misappropriated your money you ceased to be a depositor, and you approved of what had been done by failing to take action against the bank," the receiver contended.

"To this view we cannot assent. The customer did not consent to the wrongful act. He complained of it from time to time. His relation to the bank as a depositor was never changed. The bank was liable to him as a depositor, and upon its failure the depositors' guaranty fund was liable for the payment of the claim," said the court, in ruling in favor of the physician.

If You Would Be an Insurance Examiner---

W. R. Lastrapes, M.D.

Opelousas, La.

WITHOUT the service of the medical examiner, the gigantic and humane business of life insurance would indeed have a difficult if not impossible task to carry on.

True, some of the companies are now writing insurance on the non-medical basis, but I am firmly of the opinion that they will deeply regret having adopted what appears to me a very unwise policy.

The medical examiner should possess high professional attainments and thorough training. Sound judgment and unquestioned integrity are likewise indispensable. His character and habits should be above reproach.

Having accepted an appointment as examiner, it becomes his plain and solemn duty to render the best possible service to the company employing him, and such service should be given in the shortest time possible.

Many an important application for insurance has been lost through the indifference and shameful negligence of the medical examiner. Incidents of this kind have come to me time and time again from agents in the field, who complained vehemently against such methods.

I would earnestly urge the young physician who is contemplating examining applicants for insurance to be prompt as well

as conscientious in the performance of his work. In this way he can very easily place himself upon the "preferred list" of examiners which I

am quite certain all the leading companies maintain. Moreover, he will become the favorite of the agents writing business in his territory, with a very probable increase in income.

This has been a matter of personal observation

and experience extending over a period of twenty-five years.

I have found much interest in the work, as well as profit. Of the latter there are many members of the profession holding the view—a view in which I thoroughly concur—that the present fees are not commensurate with the services rendered by the careful and conscientious examiner.

As a rule, insurance companies much prefer that examinations be made at the examiner's office. But they are well aware that circumstances frequently arise rendering it inexpedient and even impossible to conduct them there. The examiner is then constrained to make them either at the applicant's residence or place of business. In that event he should insist upon obtaining complete privacy, quietude, and sufficient time, for these are the *sine qua non* of a thorough and satisfactory examination for life insurance.

"BE prompt as well as conscientious..."

"Render the best possible service. . . . in the shortest time possible."

Some meaty suggestions by a veteran in the field of insurance examinations, a man who has "found interest in the work as well as profit."

One fact must be carefully borne in mind. It is much more difficult to make a skillful and thorough examination for life insurance than to examine a patient seeking our advice for some disorder or abnormality.

In one case, there is usually a desire to diminish or conceal defects, whereas the patient seeking relief often exposes and even intensifies his ailments.

Another phase of the subject to which I desire to direct serious consideration is the necessity for prompt attention to any additional information the company may request, especially if the incomplete examination and report are the result of the examiner's carelessness and indifference.

The companies settle with their examiners without delay and without question, and they are certainly entitled to prompt replies to their letters of inquiry. A delay often means that they are unable to continue the business of issuing the policy applied for.

There are of course other features of medical life insurance that could be mentioned in this article. I have, however, called attention to the most important, and if my humble suggestions are adopted by young practitioners contemplating service as medical examiners, I am confident their efforts will be crowned with success.

A Graphic Way of Showing Folks Just What they Amount To



Here we have two views of a human being, and, you too, if you weighed 150 pounds, would look the same in bottled form. Nature employed 97.6 pounds of water, shown in the large flask under the man's arm; 22½ pounds of albumin, next to the flask; 20 pounds of fat, next to line; 7½ pounds of mineral salts and 2½ pounds of sugar, on the extreme right, in compounding a 150-pound body.

—P. and A. Photos

Economic Problems of Medical Women

By Dorothy M. Brown

THAT there is a fundamental economic and social difference between men and women physicians is evidenced by the number of women's medical organizations.

There is an International Association, an American National Association, a British National Association, an Italian Medical Society and an Institute Fraternity. New York, Iowa, Maryland, Wisconsin, Nebraska, West Virginia, Kansas, Connecticut, Minnesota and the District of Columbia are the states having medical associations for women. The New England Women's Society and the Women Physicians of the Southern Medical Society are district associations, and many cities and counties have organizations for women doctors.

All these associations are formed in order to bring women physicians into closer contact with each other, both for social and educational reasons, and to enable them to work for the mutual advantage of medical women the world over.

Of course all women physicians are members of their county

medical associations, which automatically makes them members of their State Medical Association. Formerly the women met with

the men, but for social and economic reasons it has been found better for the women to have their own medical societies. It is not uncommon when women and men are in an organization together, that if a woman holds any office at all she is either vice-president, which means nothing, or she is secretary, which means that she does all the work and gets no credit. When the women physicians met with the men, they seldom had any opportunities for reading papers or discussing medical problems. They usually had to play the role of listener and no woman relishes that.

Another reason that the women physicians needed and founded organizations of their own was because they realized the urgent need for medical women to stand together, to back each other up, and to encourage each other in their work. Such organizations besides aiding greatly in public health work and in medical legis-

IT seems unreasonable in a way, yet it is a fact that generally speaking women who enter an occupation or profession find it necessary to do an equal amount of work of equal quality but at less compensation than men. A like economic difference exists in the practice of medicine. However, women are making progress in all fields where mental skill is required. They are occupying executive positions in large utilities, metropolitan banks, manufacturing and mercantile establishments, charitable and penal institutions, journalism, the law, education, science, research, etc. Health work has appealed to women for years, witness how completely they dominate the field of nursing. It is not unreasonable to suppose that their number in the practice of medicine will grow and as it does their economic position will correspondingly improve.

lation, encourage young women to enter the medical profession. The Women's Medical Society of New York, for instance, according to its secretary, Dr. Anna Harvey Voorhis, has always from three to five girls whom it helps educate for medicine.

But perhaps the basic and underlying reason for an organization of medical women lies in their recognition of the economic differences between men and women in the medical world.

Women who seek to be physicians are handicapped from the very beginning by the very fact that they are women. Men more or less resent the intrusion of women into any of their chosen fields and medicine has long been one of them. A generation ago the few medical schools that did admit women made them do one-third more work than the men. Today this has been changed as the men and women have classes and laboratories together and hence the work required is the same. But even today some of the best medical schools either refuse to take the women who apply for admission or else make it so difficult for them that few dare to enter.

After a woman has finally obtained her degree of Doctor of Medicine there is the question of internships. Many of the larger and better equipped hospitals do not admit women as internes. Bellevue Hospital in the city of New York is a notable exception to this as it takes in quite a few women for internes, but it is an exception. As a result of this difficulty in obtaining hospital training many women are forced to go into hospitals of less prestige. Their training, consequently is not as good, they are not so sure of themselves nor are they so well prepared to take up practice when their year is ended.

On the other hand there are institutions such as the Women's Medical College of the New York Infirmary which are a boon

to the woman medical student. There are no men internes in this particular one in New York and there are twenty internships a year. This hospital has been quite heavily endowed, Mrs. Russel Sage having given a million dollars toward its maintenance, knowing how valuable it was for the young woman doctor. Quite recently there has been a great deal of discussion about changing the policies of the institution and admitting men as internes. Needless to say the women physicians are heartily opposed to this move. According to Dr. Voorhis if this change is made the chances are that instead of twenty women internes the hospital will have only two, the others being men. In view of the scarcity of other hospitals which welcome women as internes, this would make it even harder on the earnest young woman who desires to do her share toward helping the world to health.

After a woman starts to practice she has other economic differences from her brother in medicine. A woman physician rarely has as large an income as a man. Of course there are some exceptions. In America there are a number of women who have very large and lucrative practices, but they are not the rule. One of the main reasons for this condition is the fact that few women enter the field of surgery. There are some notable exceptions to this, too, Dr. Rosalie S. Morton and Dr. Lillian Farrar among them. In general practice, which most women enter, the fees are small and the work hard and not very remunerative.

Another economic difference between men and women doctors lies in the fact that whereas women physicians often refer their cases to men, few men ever refer their patients to women. And strange as it may seem, not many women ever

(Continued on Page 36)

New Shapes in the Sky

A Series on Medical Arts Building

III

Dallas

By J. A. Webb

THE Medical Arts Building at Dallas, Texas, the largest structure devoted exclusively to the use of regular medical practitioners in the world, is to have a million dollar addition.

The addition will practically double its present office space.

The Carey-Schneider Investment Company announced in September that construction would be started within a short time on the new addition, and the work completed in a few months.

The present building, erected in the shape of a Maltese cross, rises nineteen stories above the pavement. The new addition will be erected on a four-story garage, built in connection with the physicians' edifice, and will be fifteen stories high. It will contain more than 90,000 square feet of floor space to be devoted to use of regular physicians, surgeons and dentists.

The idea of a building for the exclusive use of doctors originated in the mind of Dr. E. J. Carey some years ago. It was not until two years ago he was able to announce plans for the structure and start work on it.

Dr. Carey believed that the regular doctors of Dallas would find it more convenient for the patients, and that the patients would find it more satisfactory for their needs, to have as many of the physicians and surgeons located in a building centrally situated and arranged especially for them.

He began canvassing the physicians. He soon interested them in the idea and began signing them up for leases in the proposed building. It is said practically all the space in the big building was taken before the construction work was started.

Dr. Carey was not wrong in his idea that the convenience of both doctors and patients would be better served by housing in one building.

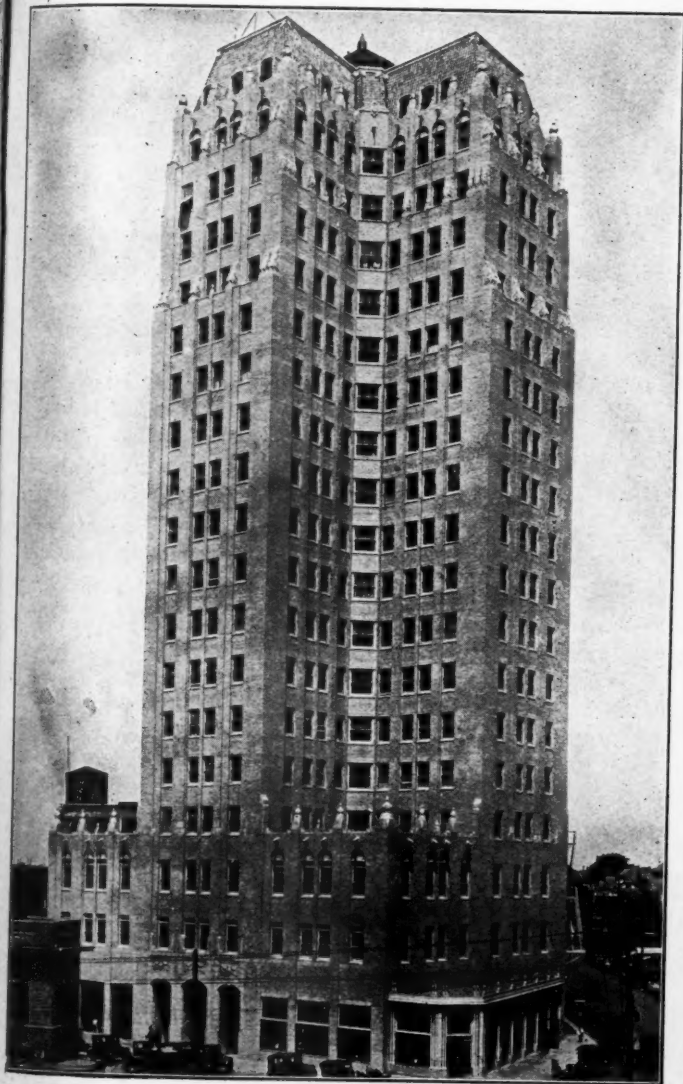
The doctors have found out that their practice can be carried on more conveniently and economically, and the patients have learned they can reach their appointments more easily through the present arrangements.

Doctors have found, also, that certain overhead expense is eliminated under the new plan, certain office expense essential when they were scattered over the city located anywhere from the second floor of a brick building in the last stages of decay to the twenty-fifth floor of some skyscraper.

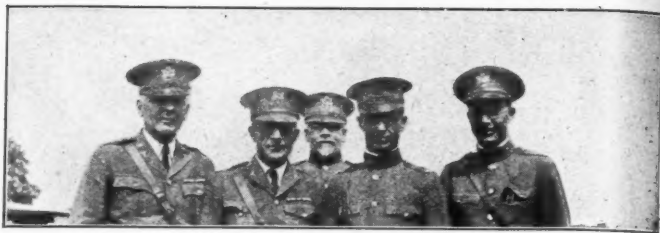
They found that some office attendants could be dispensed with, such as phone girls, janitors, and others. In many cases other expenses could be eliminated or reduced through joint operation of certain lines by doctors occupying adjoining suites and engaging in the same line of work.

The Medical Arts Building in Dallas is located at the intersection of three leading business streets in the down-town section. It faces the three streets. The

(Continued on Page 48)



A "new shape in the sky" at Dallas



A group at Carlisle (Dr. Baketel at left)

The Class at Carlisle Barracks

THE PLACE. The Medical Field Service School, the West Point of the Medical Department at Carlisle Barracks, Pa.

The occasion. The first Unit Commander's Class held by the Army's medical corps last September.

The group. Eighty-four colonels, lieutenant-colonels and majors of the Medical Reserve Corps, U. S. Army, hailing from 29 states, Maine to Florida, South Dakota to Louisiana.

The personnel. As notable a body of medical school professors and hightype medical men as could easily be gathered together for two weeks instruction under strict army regime.

The point of this diatribe. Toward the end of the course we gave a banquet to Lt. Col. Charles R. Reynolds, the commandant, and his splendid faculty. I had the honor to be one of four "to say a few words." During the course of my speech, I had one of those flashes of inspiration that make one speak right out on the subject nearest one's heart. I found myself talking about **MEDICAL ECONOMICS**.

Now I have always felt that the efforts of **MEDICAL ECONOMICS** are thoroughly appreciated by a large percentage of the medical profession, but the outburst of enthusiasm which subsequently greeted my remarks simply overwhelmed me. At the moment nods of approval and spontaneous hand clapping gave me courage to pursue the trend of my thought. After the dinner and during the

remainder of our stay, the majority of my fellow-officers complimented me on the excellence of this journal and on the splendid stand it has always taken for the best interests of the medical profession.

I receive numerous letters from physicians from all parts of the country. Many are complimentary, while some indicate very decidedly that as an editor I would make a fine aviator. However, I did not dream that MEDICAL ECONOMICS meant as much to most doctors as my medical reserve brethren gave me every reason to believe.

After my return to the joys and tribulations of civil life, I mentioned to a friend at luncheon in a New York club the warm reception given me as the editor of this compendium of useful information. He scraped his bread crumbs into a neat little pile and quietly waited for me to finish. Then he accused me of missing a great opportunity.

"Why not," he said, "say a few words *in print* each month — talk to your readers just as you did to your brother-officers!"

So here I am as a debutante taking a fresh grip on the editorial table top and bravely but timorously, facing you for the first time to say a few words, rather *personal* words, you understand.

I will try each month to set down some thoughts and fancies of my own, as the spirit moves. It may be the record of an experience, a conversation, an inspiration or a day dream.

And if these few words that appear each month are not exactly to your own fancy, remember that those Medical Reserve Corps officers are really the ones to blame. They egged me on (and now that I *am* on, Heaven preserve me from being "egged" off)!

If you think we are decidedly off center, why not throw in some of your own weight to balance things. The readers of a journal preparing its editorials—that *would* be an original idea!

H Sheridan Baker.

Is the Public "Down" on Physicians?

By A. L. Ross

CLEAR across the top of the movie page of a Chicago daily it stretched—an eight-column banner headline:

"RISKY BUSINESS AT STATE THEATRE IS DEFENSE OF HARD-WORKING COUNTRY DOCTOR".

That word "defense" is puzzling. Why "defense"? Why do physicians have to be defended — and from what?

What awful indictment do doctors, and especially hard-working country doctors, share in general? Here is a movie play described as coming gallantly to the moral rescue of a professional class to which a little financial rescue would mean more than all the filmed sympathy of Metro-Goldwyn-Mayer, Paramount, Famous Players, and Lasky combined.

One can hardly conceive of a photoplay being advertised as defending the "hard-working lawyer". He is commonly considered to be quite capable of defending himself.

As a matter of fact, a great revelation is contained in this comparatively insignificant item. One pauses a moment to think it over, the fact becomes suddenly and amazingly apparent that the attitude of the newspapers themselves, of "inside men" in the editorial departments, is more or less

negative. They presume that the public is "down" on physicians.

Just how this state of mind has been reached would very likely

lead into an intricate array of causes, and any one who has any spare time to devote to research would probably find this as interesting a field as any.

At any rate, one thing is certain and that is that the newspaper reader who airs his grievances against a physician by writing to the editor of his favorite sheet is one cause and a strong one. The frequent and unvaried repetition of these kicks finally works the entire staff of the paper into a state of mind where

they honestly believe that the public as a whole is "down" on physicians.

Anything favorable to the doctor, therefore, is "defense", and so out of the common run that it deserves to be played up!

This is how the article read:

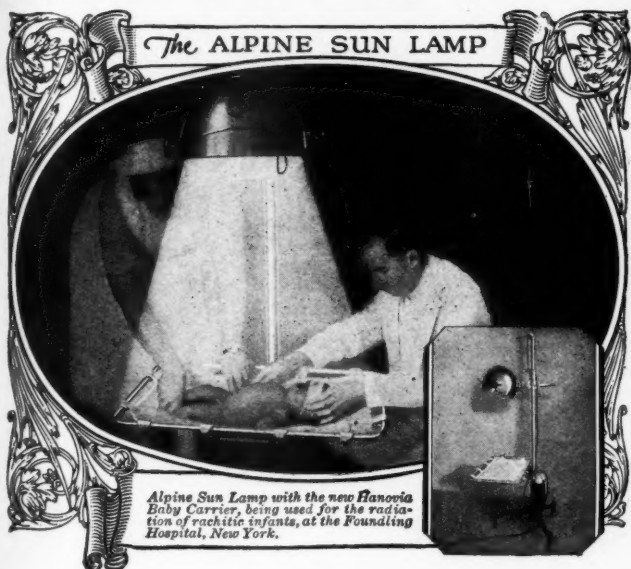
"Doctors, I have a hunch, will applaud a movie called 'Risky Business'. For 'Risky Business' defends the hard-working and over-worked country medics. The defense is light and generally comic in treatment so don't fear any heavy discussion..."

Do you see the state of mind reflected there? Think of it—defending the country physician!

THE schoolboy trots home from school and prattles: "The teacher is 'down' on me, and so is the principal. What can I do if they are all 'down' on me?"

Is the medical profession taking the same attitude toward the great public which it serves? That cannot be wholly true. Such an attitude is not in keeping with the dignity of a mature and mighty profession.

Yet—this article is no hollow warning. The time is here for physicians to assert themselves, to quit being on the defensive. If the public is "down" on physicians, the public must be brought "up" sharply.



Suggested Technique for the Treatment of Rickets: With the Alpine Sun Lamp, administer a first or second degree erythema, over the entire body. Gradually increase dosage as reaction subsides and tolerance is established.

PERHAPS no other single therapeutic agent is so effective in the treatment of Rickets as ultraviolet radiation. Many noted physicians recommend radiation, as a protective measure, whether or not actual symptoms of Rickets exist.

The ALPINE SUN LAMP, simple to operate and effective in result, will be found a most convenient apparatus for administering ultraviolet therapy.

HANOVIA CHEMICAL & MFG. CO.

Chestnut St. & N. J. R. R. Ave., Newark, N. J.

HANOVIA CHEMICAL & MFG. CO., Chestnut St. & N. J. R. R. Ave., Newark, N. J.
Gentlemen: Kindly send me the available literature on the application of quartz light therapy to Rickets.

70 DR.

STREET.....CITY.....STATE.....

What, in the name of Hippocrates, has the country physician done that needs condoning or defending?

One sees the same viewpoint here in another newspaper headline:

COUNTRY DOCTOR TO BE GLORIFIED AT LAST

Ever so slight a slur, perhaps, but one which should not be there, nevertheless. It contains just the trace of an insinuation that the public is "down" on physicians, that the country doctor has, for some reason or other, been in the shadow of contempt.

Of course, not all the letters received from subscribers see the light of day in the "Friend of the People" and "Voice of the People" columns. Only those which are believed to be of more or less common interest, and likely to provoke discussion are selected for printing.

When one on a "live topic" comes in, it stands a chance of

being run. It means that many other subscribers will write in on the same subject—and some of these papers have a practice of encouraging letters from subscribers which are carefully counted. Then prospective advertisers are informed that "last year, the Such-and-such Department received 114,321 letters from subscribers, showing a great reader interest".

Here is a sample of the material printed:

"I was recommended to a physician, and when I asked the doctor what he would charge me he told me not to worry, that he would not rob me. After three visits to his office, in which no good was done me, he sent a bill for seventy dollars. I told him I could not pay such a sum and he reduced it to sixty dollars. Can he force me to pay this sum? I am unable to do so."

The reply was:

(Continued on Page 49)

Don't Make a Secret of Post-Graduate Work

DOCTOR JOSEPH J. BLANK

ANNOUNCES A CHANGE IN HIS AFTERNOON OFFICE-HOURS
EFFECTIVE SEPTEMBER FIFTEENTH AS FOLLOWS:

1—2 INSTEAD OF 2—3

THE ABOVE CHANGE IS MADE TO PERMIT THE DOCTOR TO
TAKE UP SEVERAL BRANCHES OF SPECIAL WORK AT
THE NEW YORK POST-GRADUATE MEDICAL
SCHOOL AND HOSPITAL

==

EVENING HOURS AS USUAL 7—8 P. M.
NO OFFICE HOURS SUNDAYS, HOLIDAYS OR FRIDAY EVENINGS

This is how one physician made a double asset of his post-graduate work, by bringing it in a dignified way to the attention of his patients. There is nothing objectionable in this type of announcement. It is a reassurance that the physician is keeping abreast of the times, actively increasing his knowledge. Patients appreciate such reassurance. They are becoming more and more intelligent in this respect.

OVACOIDS

For Dysfunction of the Female Sex Glands

containing the hormones or autacoids of the entire ovary, associated with the hormones of the anterior pituitary and with phosphorus in organic combination. The ovarian and hypophyseal hormones in Ovacoids are active when administered orally and offer an ideal combination for the treatment of disorders of the female sex glands, such as

AMENORRHEA, DYSMENORRHEA, MENORRHAGIA,
SEXUAL NEURASTHENIA, the MENOPAUSE, Etc.

TESTACOIDS

For Hypofunction of the Male Sex Glands

containing the hormones or autacoids of the testicle in highly concentrated form, associated with the active principles of the prostate and with phosphorus in organic combination. When administered orally Testacoids exert a stimulating tonic effect. Testacoids can be given in

IMPOTENCE, SEXUAL NEURASTHENIA, SENILITY, Etc.

Canadian Distributors:

W. LLOYD WOOD, Ltd.

64-66 Gerrard St. E., TORONTO, ONT.

Obtainable at all first-class Chemist Shops in the United States, Canada,
Great Britain, France, Switzerland, Italy, India and the Orient.

REED & CARRICK

Laboratories of
JERSEY CITY, N. J., U. S. A.



The Call of the Factory Whistle

By E. C. McCulloch, M.D.

Port Ivory, S. I.

The Proctor and Gamble Mfg. Co.

OF recent years, the enactment of various state compensation acts, with their insistence upon proper medical care of injured employees, has resulted in an immense growth of industrial medicine.

Before this time some few factories here and there were maintaining a medical service as a part of philanthropic work. But now the larger plants are finding it profitable in actual dollars and cents to arrange surgical, and in some instances, medical care for their employees.

Some institutions maintain a full-time doctor with assisting nurses. Others have a part-time arrangement with a physician to spend certain hours at the plant, and be on call at other times for serious cases.

This latter arrangement is usually unsatisfactory. The doctor's patients are bound to want his services when he is busy at the plant, and the plant accidents are bound to happen when he is busy with patients.

I took a position once on a part-time basis of this sort. The salary was small because I was supposed to make a lot of money in outside practice. The work at the plant was heavy, and after I had succeeded admirably in alienating the plant executives and most of my private families be-

cause I could not be in two places at the same time, I resigned the position.

When I next entered industrial medicine it was with a full-time agreement and a living salary, and this, I think, is the only satisfactory arrangement.

One thing that has discouraged the entrance into industrial medicine of really good physicians has been the meagre salaries offered by many plants.

To the average plant executive a doctor is a doctor. A young physician just out of

school, without means to start in practice, is often tempted by a salary which would appear altogether insufficient to an older and more experienced man.

It seems, however, that the more progressive plants are realizing that a full-time doctor must be given a compensation approximating somewhat that received in a good general practice.

In my own plant, my hours of duty are from 8:30 a.m. to 5 p.m. I am not required to leave the plant to look after sick or injured at home or in hospitals. The latter are turned over to other doctors, preferably the man's family doctor if he is considered competent to handle his case.

I have one free afternoon a week and all of Sunday. I have every evening to myself and my family. If we wish to go calling,

THIS article by Dr. McCulloch deals in what is popularly known as "inside stuff".

The interne wonders, "Industrial medicine or a practice of my own—which offers me a better career?" The experienced practitioner asks gravely, "Shall I abandon my practice for a factory dispensary?"

Dr. McCulloch sheds some exceedingly frank light on both questions.

DOCTORS —

EVERYTHING THAT YOU REMEMBER
ABOUT THE CASTOR OIL OF YOUR
CHILDHOOD — EXCEPT THERAPEUTIC
VALUE — HAS BEEN REMOVED IN

KELLOGG'S

the original

tasteless

CASTOR OIL



YOU CAN RECOMMEND KELLOGG'S TASTELESS
WITHOUT FEAR OF AFTER-NAUSEA—
BOTTLED ONLY AT THE REFINERY.

C. P. — U. S. P.

ODORLESS — TASTELESS — WILL NOT BECOME RANCID
A TRIAL IS MOST CONVINCING

WALTER JANVIER, Inc.,
417-421 Canal Street,
New York, N. Y.

Mail this coupon today for trial bottle FREE.

Please send me FREE TRIAL SIZE BOTTLE KELLOGG'S
TASTELESS, and your interesting booklet "ACHIEVEMENT."

Name M. D.

Address.....

City.....State.....

M. E.

for a ride, to a theatre, or to church, we go without worrying about patients, known or unknown, who might wish attention.

Twice a month I go over to the cashier's office and draw my salary without worrying about where the money is coming from and when I am going to get it.

In industrial work one is not worried by neurasthenics, male and female. We treat all surgical

cases except severe ones requiring hospitalization. These we turn over to the other doctors.

We treat also emergency medical cases. Chronic medical cases we try to steer to their family doctor if they are able to pay for the attention; otherwise we take care of them if they are able to walk to the dispensary.

(Continued on Page 63)

CREDITORS, COMMON AND PREFERRED

Reported by Lawyer Hayward

The relationship existing between a bank and its depositors is the ordinary relation of debtor and creditor, as the American courts have ruled, times without number.

"I'm not interested in our 'relations'—as long as the bank returns me my money on demand, that's all I'm interested in," the depositor observes.

When the bank fails, however, the question becomes one of practical importance, especially to depositors or customers who dealt with the bank immediately before its failure, and the depositor who deposited his funds when the bank was insolvent, to the knowledge of imts officers, may be depended upon to argue that he was not a mere creditor of the bank, but that the bank held the money in trust, that he is entitled to rank as a preferred creditor.

On this point the New York courts have ruled in favor of the depositor, on the ground that the deposit was obtained by fraud on the part of the bank, and there are Federal rulings to the same effect.

One of the latest cases to deal with this point is a Missouri ruling reported in 278 Southwestern Reporter, 786, where the evidence showed that a physician at Lamar, Missouri bought from a bank there two drafts on a bank in Kansas City, and paid cash for them. Before the drafts could be

presented at the Kansas City bank the Lamar bank was insolvent, the drafts, of course, were dishonored, and it was shown that the officers of the Lamar bank knew that the bank was insolvent at the time it sold the drafts.

"You stand in the position of an ordinary creditor, and can only rank for your proportion of what the assets will 'pan out,'" the receiver contended.

"No—the insolvent bank took the money as a trustee for me, I'm entitled to a preference over a general creditor," the physician contended, and the Missouri courts, in the case referred to, ruled in his favor.

"The physician was not a depositor at the Lamar bank, and, so far as appears, sustained no relation with it, except that he purchased these drafts for which he in effect paid the cash. Where a bank sells a draft on another bank and receives the cash therefor, knowing or having reason to believe that it is insolvent, and that it has not sufficient funds in the drawee bank to pay the draft, it is guilty of fraud, and the purchaser of such draft may, as a general rule, rescind the purchase and recover the money paid therefor, or will have priority over soning of the court.

The courts of other states, however, have laid down different rules for general creditors," was the reasoning, and the case referred to is an authority in Missouri alone.

The Role of the Phosphates

in Health and Disease

Indications for the use of the Phosphates

wasting or loss of the earthy phosphates in phthisis and several other diseases of like nature. The conclusion he reached was that the use of the phosphates therapeutically in these affections is as reasonable as the indications for iron in anemia.

A German, Boker, found that when wet nurses whose milk was notably deficient in phosphates were given these substances the secretion quickly became rich in the earthy salts.

Further Indications

The phosphates are of recognized benefit in nerve depression, the various neuralgias, rachitis, osteomalacia, cachectic conditions, delayed union of fractured bones, syphilitic periostitis and gummata, and in pregnancy, especially when dental caries makes its appearance. Potassium phosphate is said to be a valuable expectorant in chronic bronchitis.

A French savant, Teissler, many years ago found that there is a considerable

The Most Serviceable Preparation of Phosphates

Quinine Compound. It has been prescribed by the leading physicians of this and other countries for many years. It is a beautifully clear, aromatic, bitter syrup, acid in reaction, in which the earthy phosphates of calcium, potassium and magnesium are combined with iron, also in the form of the phosphate, quinine muriate and strychnine. These tonics, in the combination, afford a most useful reconstructive in convalescence in medical and surgical cases, anemia, malnutrition, neurasthenia, atonic and nervous dyspepsia; mental, physical or sexual exhaustion, chronic malaria and during the period of lactation.

The Formula

One fluidrachm (to be taken in a wineglassful of water) the average adult dose of Phillips' Phospho-Muriate of Quinine Compound contains:—Phosphoric Acid, 2 minims; the Phosphates of Potassium, Magnesium, Calcium and Iron, 2-1/4 grains; Quinine Muriate, 1/4 grain; Strychnine, 1/120 grain. Contains no alcohol.

PHILLIPS' Phospho-Muriate of Quinine

COMPOUND

Kindly prescribe in original 10-ounce (\$1.00 bottles) obtainable from druggists everywhere.

(Samples and literature cheerfully sent upon request.)

The Doctor and His Investments

Article 25

A Securities Custodian Account for the Doctor

Malcolm Lay Hadden

THE practice of opening with a bank or trust company what are commonly known as Custodian or Custody Accounts, has been found by many investors in recent years to be a highly satisfactory method of safeguarding their investment securities.

Through this plan the banking institution offering such a service undertakes the physical safe-keeping of stocks, bonds, mortgages, etc., and in addition thereto attends to the collection of the income from such holdings. This method of handling securities has already proven itself of great service to many active business men and it would seem to recommend itself especially to busy doctors, not only because of its convenience and security, but particularly because institutions rendering this type of service usually offer a great deal more to their clients than the mere safeguarding of securities and collecting the income therefrom.

Most doctors who own securities, and have no account of this sort with a bank, find it necessary to keep a box in a safe deposit company. They further find it necessary to make periodical visitations to the box to clip coupons; to place in it newly purchased securities and to remove securities for sale. There are other troublesome details, such as the filing of ownership certificates in the case of a tax covenant bond, with the responsibility of watching the varying requirements of the Government in this respect; attaching the certificate to the coupon, fulfilling the bank's requirement of putting the coupon of each issue in an envelope and making the proper entries on the envelope,

and finally the same work necessary for depositing a check, or making a deposit. By leaving securities with a bank in a Custodian Account, the bank performs all the labor and performs it when it should be done.

The bank also watches for redemption notices and keeps track of conversion dates. It often happens that an investor loses six months interest on his money because of his failure to note that some bond which he is holding has been called for payment, learning only of such redemption after presenting the coupon next after the one falling due on the redemption date. Substantial losses are also sustained by many investors holding convertible bonds. The time for the exercise of a conversion option may pass for securities selling on the basis of their conversion value at a price much higher than the investment value of the security without this option. In such a case the market price of the security promptly drops on the passing of the option day. It happens with each passing of a conversion date on issues of securities selling on the basis of the value of the conversion option that many investors fail to convert. The market losses in this way with large issues of such securities run to astonishing amounts.

We submit below a list of advantages enjoyed by owners of Custodian Accounts as described in a prospectus recently issued by a large Eastern banking institution. These features, it might be mentioned, are more or less typical of the services offered by most other banks:

1. Accepts the custody of se-

Financial Terms Defined

Rights—

A term to denote a privilege given to a stockholder to subscribe to additional stock of the same class or to bonds of the same company, or to convert bonds into stock, at a certain price. Usually the term refers to the privilege accorded a stockholder of subscribing for more stock of the class, at a price below the market, or on such favorable terms as to make the privilege valuable. When a corporation desires to increase its capital stock, it is customary to give its stockholders of record the preference of subscribing to additional shares to be issued before the general public, and in amount proportional to the number of shares already held.

Power of Attorney—

A document witnessed or acknowledged, authorizing the person named therein to act in place of the signing party. A power of attorney may be general or special. In the latter, the authority of the agent is limited, and is valid only for acts defined therein. In financial transactions, a power of attorney is usually special or limited, and is frequently used in the transfer of stock certificates and proxies for voting.

- curities, issuing its receipt therefor. You retain the ownership of your securities. We act as Depository and Agent, and hold the securities in custody for you segregated from other accounts.
2. Renders, when requested, periodical statements of securities held.
 3. Collects income from securities held.
 4. Collects the principal of matured investments.
 5. Prepares and executes as agent, under power of attorney, all declarations (certificates of ownership required under the Federal Income Tax Law) for the collection of interest and dividends of foreign corporations.
 6. Attends, at your request, to the sale or purchase of such securities as you may direct.
 7. Reports upon the condition of investment securities when requested.
 8. Watches for and endeavors to inform you concerning:
 - (a) The approaching maturity of any of your holdings, so that you may arrange for reinvestment.
 - (b) Called bonds.
 - (c) Rights to convert bonds into stock.
 - (d) Rights to subscribe to new issues of bonds and stocks.
 - (e) Extraordinary, increased, reduced, and passed dividends.
 - (f) Appointment of receivers.
 - (g) Appointment of protective and reorganization committees.
 - (h) Opportunities to sell bonds to sinking funds.
 - (i) In this connection, information regarding foreign internal securities is not always available. We endeavor, however, to keep advised of developments regarding them, and serve our customers accordingly.
 9. Receives for custody, securities held by executors, ad-

ministrators, trustees, guardians, and committees for incompetent persons, under proper instructions affecting investments and reinvestments, collecting and disbursing income, and keeping the requisite schedules and accounts.

10. Receives deposits of securities from executors, administrators, trustees, and guardians, made for the purpose of reducing the bonds which they are required to file with the Surrogate. Such deposits are made on order of the Surrogate, and may be withdrawn only on further order of the Surrogate.

Perhaps the most important item of all, and one which is not emphasized in the above list, concerns that of advice to clients regarding their investments. While banks which offer custodian services do not in actual practice assume liability for losses which may be sustained by securities

held in custody, nevertheless, most institutions do feel a definite moral obligation toward their customer in this respect and endeavor to the best of their ability to prevent unwise investments. This feature of the Custodian Account is one which strikes the writer as of outstanding importance to the doctor, because the latter is not, in a great many instances, sufficiently familiar with securities to properly judge of the respective investment merit of different issues.

The charge which is made for services of this sort is very nominal, especially when one considers the great number of details which are involved in the handling and safeguarding of securities. Undoubtedly in fixing their fees for custodian accounts banks are prompt to make them relatively low with the hope that accounts thus opened will develop later into more profitable business, either in the form of trusts estab-

(Continued on Page 44)

The Natural Habitus of Regular Bowel Action

is seldom restored by ordinary laxatives. But the effects of Agarol are not those of ordinary laxatives. To be sure, it will clear out the bowel thoroughly and well, without griping or distress, and often afford prompt relief when other measures have failed.

But it is when it is employed regularly for a reasonable period that Agarol demonstrates its superiority. For example, of 400 cases of all forms of constipation treated in a New York hospital, not only were the results uniformly satisfactory, but a large percentage had the natural activity of their bowels re-established in two to four weeks.

Agarol enables the physician to treat chronic constipation with new-born confidence.

AGAROL, the original Mineral Oil—Agar-Agar Emulsion, has these special advantages:

Perfect emulsification; stability; pleasant taste without artificial flavoring. Freedom from sugar, alkalies and alcohol; no contraindications; no oil leakage.

No griping or pain; no nausea or gastric disturbances; not habit forming.

AGAROL

A GENEROUS TRIAL QUANTITY FREE
UPON REQUEST

WM. R. WARNER & CO., Inc.
Manufacturing Pharmacutists since 1856
113-123 West 18th St., New York

A PREPARATION OF CREOSOTE WHICH YOU CAN GIVE WITHOUT HESITATION OR REGRET

If ever the term "specific" be justifiable in therapeutics, creosote and guaiacol have earned it in pulmonary diseases.

This specific virtue you get in Creosotonic (*Scott*) without any of the off-setting, disagreeable effects on the digestion. You don't have to hesitate about giving it to the most delicate patient, or to wish afterward that you hadn't.

FORMULA

Each Fluid Dram Contains:

Creosote Sulphonate	Guaiacol Sulphonateaa.	m.	1
Rect. Oil of Turpentinem.	1	3/4	
Iodine Resublimedgr.	1	1/16	
Phenolgr.	1	1/4	
Compound Hypophosphitesgr.	1		
Including—				
Quinine Hypophosphitesgr.	1	36	
Strychnine Hypophosphitesgr.	1	256	

In Creosotonic (*Scott*) the objectionable features of these drugs have been REALLY ELIMINATED. It is really palatable, really tolerated, and yet really gives all the powerful therapeutic action of creosote and guaiacol—clearing up toxicity, relieving cough and raising the general condition, while at the same time positively improving the appetite and aiding digestion.

In Bronchitis, Pleurisy, Pneumonia, Pulmonary Tuberculosis

and other pulmonary diseases which are sure to crop up in your practice in the next few months, you will find Creosotonic (*Scott*) an invaluable weapon of defense. You can give it without fear and you can bank on its beneficial results.

Write us today for literature and samples.

THE ANASARCIN CHEMICAL COMPANY, INC.

Winchester, Tennessee

THE ANASARCIN CHEMICAL CO., INC., Winchester, Tenn.,

Please send without obligation sample of Creosotonic (*Scott*) and descriptive literature.

Dr.

Address

City State

Economic Problems of Medical Women

(Continued from Page 19)

refer their cases to other medical women. Just why women in general do not stand together is a much discussed psychological question but it is also a well known fact. Whereas men always stand by each other, not only in a social sense, but also in business and in the professions, few women have such a sense of responsibility toward their own sex.

Obstetrics and gynecology are fields in which it would seem that women would be particularly interested and adept, and yet comparatively few women enter them. This may be due to the fact that such practice, while it is in nearly all cases very remunerative, requires not only physical strength and endurance but also some particular mental and psychological attitude that few women seem to have. However, more women are going into this branch of medical practice and as a rule they appear to meet with marked success. Pediatrics is another branch that should be of interest to women and it is becoming more so. In the past few years quite a number of young women have entered this field and are succeeding.

Still another difference in the economic relations of men and women physicians is found in the fact that while young doctors of the male persuasion are more often than not taken in with a firm of older physicians on completion of their internships, most young women have to make their own way toward establishing a practice. And it is more difficult for a woman to do this than it is for a man. An exception to this is noted in the "Bulletin of the Medical Women's National Association, Inc.," for April, 1925. Dr. Nettie B. Powell, of Marion, Indiana, writes:

"Dr. Frances W. Johnson now

doing her intern work at Women's Hospital, Philadelphia, is to return to Marion and to office with me after August 15th. This carries out a theory I have often advanced that every Doctor owes it to her clientele to put a young M.D. in the field when she is fifty-five, to carry the heavy exposure part of the practice."

There are no doubt other well established women physicians who follow out the same theory, not only for the good of their clientele, but also to help some ambitious young woman, who longs to be of some real service in the world, to establish a practice without so many hardships and setbacks.

When more women physicians come to realize that they owe a certain duty to their sex, when they remember the trials and troubles that they had to undergo in their youth, and do more to make the way easier for those who wish to follow in their footsteps and to take up their work when they have to lay it down, the economic position of the medical woman will be greatly advanced.

And it is this that the various organizations of medical women. They hope that in time all the women physicians will be organized. They hope that the states and cities that at present have no such associations will form them. They hope and believe that through these associations and societies the women will accomplish much toward furthering the cause of economic equality for women who practice medicine. In a few more years they feel confident that these organizations, with their constructive programs, under the leadership of fine and responsible women, will awaken a sense of duty and responsibility not only in the women themselves but also in the men who are in the profession and in the world at large.

PERSISTENT AND LINGERING COUGHS

are quickly brought under control by the use of

Gray's Glycerine Tonic Comp.

(Formula Dr. John P. Gray)

As the patient's appetite increases and a gain in weight, however slight, shows an improvement in nutrition, his cough usually subsides and soon disappears.

The administration of Gray's Tonic Comp. throughout a cold means a shorter attack and a recovery free from complications and disagreeable consequences.

CONSTITUENTS

Glycerine
Sherry Wine
Gentian
Taraxacum
Phosphoric Acid
Carminatives

Our new brochure "The Notifiable Diseases", gives the latest data on contagious ills. A copy will be sent to any physician on receipt of professional card. Also a sample of Gray's Tonic.

INDICATIONS

Auto-Intoxication
Atonic Indigestion
Anemia
Catarrhal Conditions
Malnutrition
Nervous Ailments
General Debility

THE PURDUE FREDERICK CO.

135 CHRISTOPHER STREET, NEW YORK

The Tycos Sphygmomanometer



Self Verifying
Price
\$35.00
Complete

Provides a simple method of determining blood pressure. Recognized as embodying every essential possible in an office type manometer. Made of noncorrosive materials. No friction. Stationary dial. The return of the hand to the zero mark renders the instrument absolutely self-verifying.

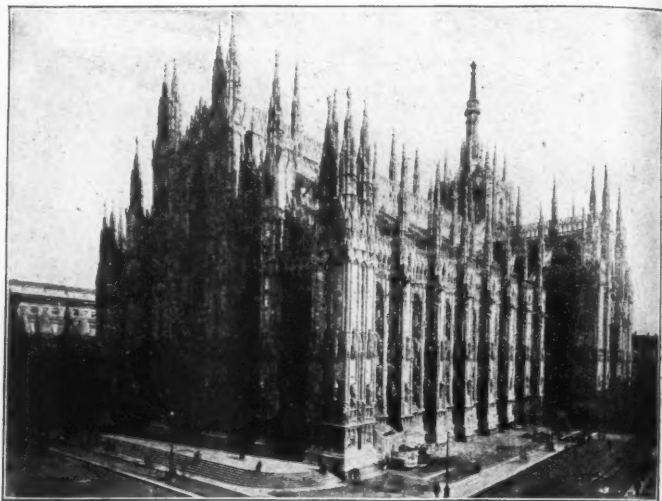
Send for free booklets "Blood Pressure Manual," "Analysis of Urine," or catalog of Urinalysis Glassware. These works are authoritative and comprehensive. They should be in the library of every physician.

Taylor Instrument Companies

ROCHESTER, N. Y., U. S. A.

Canadian Plant
Tycos Building, Toronto

Manufacturing Distributors in Great Britain
Short & Mason, Ltd., London



Cathedral of Milan

Through the Lake Region of Italy

(Continued from Page 13)

The booklet "Italy" distributed free by the Italian State Railways, 749 Fifth Avenue, New York, enthuses thus:

"There are many beautiful cities, landscapes and panoramas in the world, but none can rival Venice and its lagoons.

"Artists and poets of all ages have felt the charm of this unique spot where genius and nature have met to create a perfect harmony. The square of St. Mark with its Basilica scintillating with gold, the solemn lines of the Procuratie, the Ducal Palace, and the view over the lagoon form a dream-like vision; the Grand Canal with its marble palaces, the architecture and decorations of which seem copied from the famous laces of Burano and Torcello, with its churches and bridges, its gondolas slipping silently through the water, arouses in the visitor intense emotion and admiration.

"The many churches with their majestic facades are museums of the fine arts. The canals are pictures in which the play of sunlight and shadow, the splashes of colour and glimpses of green lend themselves to the most unexpected effect. The lagoon, guarded by the bell tower and the elegant dome of the church of Santa Maria della Salute, and the Island of San Giorgio, offers at sunset the most wonderful spectacle which the imagination of an artist can conceive.

"So many beauties both natural and artistic linked are the activities of modern life, which find a fit setting in the many hotels of Venice and the Lido, where the splendid sea shore is now one of the best known in the world and has become the favorite resort of cosmopolitans.

"Verona celebrated for her Roman Arena, and for the medieval buildings of the Scaligeri

Will YOU be on board?



This is a picture of the S. S. Lapland, the splendid cruise steamer scheduled to transport the 1927 MEDICAL ECONOMICS Tour of Europe, over and back.

She sails July 6th. If you are interested in joining this congenial group of physicians and their families for two glorious months in the Old World, apply for reservations immediately.

Don't delay. More than 600 physicians have expressed interest in joining THE TOUR, and a number of these have already made reservations. Since the size of the party will be held to 100 members, delay may mean disappointment.

Write for a plan of the Lapland. Select the rooms you prefer while there is yet opportunity. July 6th may seem a long time away, but it will soon be here!

Remember that payments on reservations may be refunded *in full* any time up to one month before sailing date.

The best rooms are going. *All* accommodations will be filled early.

Will YOU be on board?

USE THIS COUPON

- ☐ Please send me booklet describing the 1927 MEDICAL ECONOMICS Tour of Europe.
- ☐ Please send me plans of the Lapland, so that I may look over accommodations. It is understood that this request does not obligate me in any way.

Name

Street

City State.....



The Grand Canal in Venice

Padua with the famous frescoes of Giotto and all the modern activity of an ever increasing industrial and commercial life, Vicenza with the admirable palaces dominated by the superb pile of Palladio's basilica, still witnesses to the greatness of the Venetian republic."

Like all travelers, we must leave Venice.

Florence is our next visiting place, and in keeping with Italy's reputation for variety, our sightseeing here will cover for the most part a galaxy of illustrious names and historical points,

according to the following outline:

Visit the Church of Santa Croce; pass the House of Michael Angelo, and that of Dante; visit the Duomo (Cathedral) Campanile (bell-tower) one of the finest ever erected; Baptistery, with Ghiberti's bronze "Gates of Paradise"; Misericordia, Sasso di Dante, Bigallo, Churches of the Annunziata, San Marco (containing many of Fra Angelico's most noted works), Santa Maria Novella, Medicean Chapel and New Sacristy, containing the Tombs of Giulio and Lorenzo de Medici,

INTENSIVE STUDY OF *Rectal Diseases* MADE POSSIBLE BY

"THE MOTION PICTURE COURSE IN PROCTOLOGY"

J. F. MONTAGUE, M.D.F.A.C.S.

THIRTY EAST 43rd STREET

NEW YORK CITY

Recommend a vaginal douche which provides complete medication!

EVERYWHERE leading physicians and gynecologists recommend the MARVEL WHIRLING SPRAY and MARVEL specifically — because its patented whirling spray action dilates and distends the folds of the vagina where germs and bacteria find easy lodgement.

Thoroughly, effectively and safely it flushes delicate internal membranes clean—and is the only appliance that can be relied on to do so.

No shock—no danger—as with syringes that throw a solid stream.

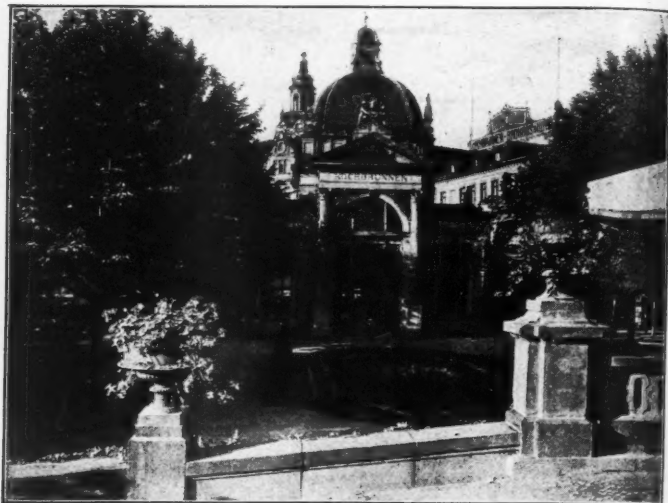
THE MARVEL CO., New Haven, Conn.



Makers of the famous

MARVEL

HYGIENIC SPRAY



Wiesbaden's magnificent Kurhaus

with their wonderful sculptures; Piazza della Signoria; Fountain (Occupying the site of the stake at which Savonarola was burned), and the Uffizi, Pitti and Academy Galleries, containing many masterpieces of art, including the famous "Madonna" of Murillo.

The visit to Florence fits in as an excellent preparation for the fascinating days in Rome, a sort of transition between the sheer scenery of the Alpine regions and the more mellowing influence of Naples, Pompeii, and Rome.

The trip across Italy from Florence to Naples, an all-day ride, reveals a new brand of scenery. A rolling country, a castle-crowned peak here and there, tiny hamlets nestling in the midst of sloping vineyards, and the eternal azureness of the Italian sky.

Perhaps, after all, the sky above Italy is no bluer than anywhere else in the world. But set off by her jewels of lakes, her finely-spun vineyard shawls, and the glinting whiteness of her villages, the sky overhead takes

on a complexion seemingly more intense, a transcending blue.

That, of course, is a tribute to Italy.

In the evening we reach Naples.

Invitation from Baden-Baden

THE following is a translation of a letter received from the administration of Baden-Baden by the New York office of the German Health Resorts:

**STAEDT. VERKEHRSAMT
BADEN-BADEN
SCHWARZWALD**

November 15, 1926.

German Health Resorts,
630 Fifth Avenue,
New York City.

The administration of Baden-Baden is very glad to hear that the Study Club of American Physicians is going to come to Baden-Baden on its trip to Germany, next summer.

The administration hereby extends to them an official and most hearty invitation. The guests will be given a splendid reception provided they allow us sufficient time to do so. At least one day should be provided so that we can

(Concluded on Page 45)

Kissingen (Bavaria)

for Troubles of the Heart,
Digestive Organs, Arterio-
Sclerosis, Gout—

CARBONIC ACID, SALINE AND MUD BATHS

Golf—All kinds of sports—Golf
Kissingen Mineral Waters im-
ported by: Spa Products Inc.,
105 Hudson Street, New York
City, N. Y.

(Season: March—November)

Wildbad

in the Black Forest
Refined resort, 1300 feet above
sea level. Radio-active Hot
Springs beneficial in cases of

GOUT, RHEUMATISM

and ailments of old age.

Good hotels and boarding houses.
Moderate prices. Excellent
sport facilities.

(Season: May to September)

Oeynhausen

In the Weser Mountains
"The City Without Steps"

Warm Alkaline Salt Springs rich in car-
bonic acid. Frequented in cases of
RHEUMATISM, GOUT, all JOINT DIS-
EASES, HEART and NERVOUS
AILMENTS. (Open all year.)

Wiesbaden

The international "Riviera
North of the Alps."

Not only famous for its location,
beauty and high class enter-
tainments, but more so for its
health giving springs for

DIGESTION, CHRONIC
CATARRH of the STOMACH
and affections of the
RESPIRATORY ORGANS.

(Open all year)

Altheide

The famous Silesian Resort for
HEART DISEASES

also for

WOMEN'S AILMENTS

and troubles of the nerves.

Beautiful location. All kinds
of sports—Plenty of Amuse-
ments. Excellent Concerts. All
at exceptionally low cost.

(Open all year)

German Mineral Waters, Salts, Pastilles, etc., imported by:
SPA PRODUCTS INC., 105 Hudson St., New York City, N. Y.

Physicians and their families are granted reductions in German
Health Resorts. For letters of recommendation, literature, and all
further information apply to

German Health Resorts

630 FIFTH AVENUE

NEW YORK CITY, N. Y.

TRADE MARK
STORM
REG. TRADE MARK
REG.

Binder and Abdominal Supporter



Lifts and Holds

For Ptois, Hernia, Pregnancy, Obesity, Relaxed Sacro-Iliac Articulations, Floating Kidney, High and Low Operations,—for any condition calling for abdominal support.

Every *Storm Supporter* is made to order, a doctor's work for doctors.

Supporter is made and mailed within 24 hours after order is received in this office.

We will gladly send descriptive literature and samples of materials with full information as to results attainable, with order blanks explaining measurements.

Katherine L. Storm, M. D.
Originator, Owner and Maker
1701 Diamond St., Philadelphia

The Doctor and His Investments

(Continued from Page 34)

lished or in the administration of the estate of the deceased owner of the account.

The usual fees charged for custodian services are 1/10 of 1% per annum on the par value of the securities held. Where an account is very large or consists entirely of large blocks of stocks or large blocks of bonds a lower rate is usually charged. To the doctor therefore who hold securities in the amount of \$25,000 or \$50,000 the annual fee for such service would be \$25. or \$50. which fee is usually payable semi-annually.

Income collected from securities held in custody is either placed to the credit of the owner in a checking account opened with the bank itself, or is remitted direct to the owner at stated periods.

The method of transferring securities to the institution in which the custodian account is to be opened (if such institution is in a distant city) is simple enough. Either the owner of the securities takes them to his local bank, accepting a receipt therefor, and this institution reships them for him to the bank in which the account is to be opened, or else the securities are forwarded directly by express. The express company is an insurer responsible for loss in transmission, provided the shipper has disclosed the nature of the shipment and paid the proper charge. Shipments should not be made through the mails inasmuch as the extent to which the government will go in insuring registered mail is not adequate to cover the possibility of loss on the amounts to which shipments of securities run.

(Mr. Hadden will be glad to answer any inquiries regarding custodian accounts and institutions offering such services.)

Through the Lake Region of Italy

(Concluded from Page 42)

properly make them acquainted with our city and its facilities as a resort.

We would appreciate your informing the proper authorities in charge of the trip of this fact, your extending our most hearty welcome to the prospective visitors and your encouraging very many physicians to come to our beautiful place.

Very truly yours,
CITY ADMINISTRATION OF
BADEN-BADEN.

Make Reservations Immediately

JULY 7th, the sailing date of **THE TOUR** may seem a long time away, but actually it will be here before many are aware of it. Reservations should NOT be delayed.

For effective results in the treatment of tenacious **COUGHS, COLDS and BRONCHITIS** prescribe

Angier's Emulsion

Two teaspoonfuls taken consistently every two or three hours, preferably unadulterated and churned about the mouth before swallowing.

During the acute stage, smaller and more frequent doses (1 teaspoonful every hour) brings quicker relief.

Its pleasing palatability together with its soothing and expectorant effects, without the necessity of narcotics, warrants its use in your practice.

Trial bottles for the asking

ANGIER—BOSTON 34



THE STANDARD LOESER'S INTRAVENOUS SOLUTIONS CERTIFIED

"The Intravenous Administration of Mercurochrome"

is the title of a Supplement to the Journal of Intravenous Therapy presenting a symposium of the mass of new evidence that has appeared on the subject.

The question of dosage is still under discussion, and in response to the varying demands we offer

LOESER'S INTRAVENOUS SOLUTION OF MERCUROCHROME

		6 amps.	50 amps.
20 cc.	(200 mgm.)	\$6.00	\$37.50
10 cc.	(100 mgm.)	3.00	20.00
5 cc.	(50 mgm.)	2.00	13.33

Copy of the Symposium will be mailed upon request.

LOESER LABORATORY

[NEW YORK INTRAVENOUS LABORATORY]

New Location: 22 WEST 26th STREET, NEW YORK, N. Y.

FINANCIAL DEPARTMENT



A monthly review for the guidance of physician-investors

SIGNS of increasing irregularity have appeared in the domestic business situation during the past month. The level of trade and industry continues high, but the constant attainment of new high records, which characterized business during the earlier months of the year, is no longer the striking feature of the situation. Considerable comment has been excited by the fact that statistical records are not showing the usual autumnal gains and in some instances show returns not quite up to the corresponding figures for the last year.

In this connection it might be pointed out that the record of the last quarter of last year is a hard one to beat or equal, and that a moderate decline from it in some lines would have no great significance. Moreover, the flow of business is not an unvarying one. The business situation does not exactly repeat itself from year to year, but is affected by weather conditions and various influences, with the result that comparisons between the same months of different years must be made with allowances. Symptoms of declining trade have aroused apprehension several times in the past three years without developing into any serious depression.

The consensus of opinion among well-informed business men seems to be that of confidence regarding the future although there is a

general feeling that business will be somewhat slower in 1927 than it has been in 1926. It seems probable that the trend of interest rates will be an irregularly declining one. If this happens bond prices will in all likelihood continue to advance.

Stock prices it is generally felt will almost surely be subject to severe and selective irregularity, but it does not seem likely that there will be a real

bear market. The trend of wholesale and retail prices, and of the cost of living, promises to continue to decline. Wage rates seem more likely to hold firm than to advance much. Building construction will surely be large in volume and value, but probably not so large as in either 1926 or 1925. Building costs should decline somewhat, but rather because of easier material prices than through lowered wage rates. Conditions of industrial employment promise to be good, but without competition for labor.

The output of iron and steel will probably be less than in 1926, but with the demand from the railroads increased. It seems not unlikely that the production of automobiles may be somewhat under the record established in 1926, and there seems little prospect that important financial trouble will develop as a result of the widespread practice of installment selling. Industrial profits in 1926 have been the largest in

"I DO THEE WED."



A closer union between the \$-sign and the ?-mark would save many a broken bank-book. The Financial Editor will give an impartial answer to any inquiry on investments (except, of course, purely speculative issues.)

our history, and some narrowing of, rather than broadening of profit margins may reasonably be anticipated next year. If most of these suggested developments come to pass 1927 will be a pretty good business year, even if it should turn out to be somewhat slower than 1926.

Financial Questions and Answers

Some Good Preferred Stocks

Q: I expect shortly to have for investment about \$5000 and would like to place the money in reasonably long term bonds from which a yield of about 5% or better would be received. Would you kindly indicate a number of bonds which have these general characteristics? K.M.

A: We submit for your consideration a number of railroad, public utility and industrial issues which seem to conform to the requirements outlined in your letter: Wabash R.R. ref. & gen. 5½s 1957 selling at about 104 to yield about 5.25%; Carolina Pr. & Lt first & ref. 5s 1956 selling at about 100¼ to yield about 4.99%; Louisville Gas & El. first & ref. 5s 1952 selling at about 100¼ to yield about 4.99%; Westinghouse El. & mfg. Debenture 5s 1946 selling at about 101 to yield about 4.94%. The foregoing issues are active traded in on the New York Exchange.

* * *

Five High Grade Bonds

Q: I have some Standard Oil Co. of New Jersey 7% Preferred stock which is to be called for payment on March 15, 1927. Would you be good enough to list for me a number of sound stocks in which I might make reinvestment of the funds shortly to be received? While I realize that because of the high selling levels which prevail for the better grade of corporation issues I shall be obliged to take some security from which there will be a smaller

(Continued on Page 51)

A Security for Busy Doctors

The busy physician, absorbed in his cases, will realize the advantage to him of an investment, strongly guaranteed, the principal safe beyond question, yielding a good return, completely free from care and anxiety.

Such are our Guaranteed First Mortgage Certificates, legal for trust funds in the State of New York.

Interest by Company's check on the day due.

*Descriptive booklet
on request*

Use the Coupon

Send me booklet T.B.-486

Name

Address

LAWYERS MORTGAGE CO.

R. M. HURD, President
Capital & Surplus \$14,500,000
56 Nassau St., New York
184 Montague St., Brooklyn
Jamaica Mt. Vernon
No Loss to Any Investor in Our
33 Years of Operation and We
Guarantee There Never Shall Be

New Shapes in the Sky

(Continued from Page 20)

lower floor is given over to pharmacists.

The remaining eighteen floors, with the exception of one, are devoted to the use of the regular doctors. One floor houses the business of a medical and surgical supply jobbing house. This makes it convenient for physicians to get what they want in small lots, if necessary, on a moment's notice.

Surrounding the big building on two sides, and being in fact a part of the huge structure, is a four-story edifice devoted to a parking place for the automobiles of physicians. This storage place can be entered from two streets by automobiles, and the doctors can go right out of the big building into the parking house for their automobiles.

The garage or parking station is operated by experts, and in case a doctor wants his car in the driveway leading to the street in a couple of minutes, he merely picks up the phone, calls the garage office and shortly finds his car waiting for him.

The store-house for automobiles of the doctors has proved an innovation in connection with the "all doctor" building scheme.

This method is, in fact, a happy solution of the parking problem now vexing so many American cities, and will undoubtedly be copied in other medical arts buildings elsewhere. Another alternative, that of locating the building in the outskirts of the city where the streets are free for parking, has been tried in some cities, but the Dallas method is bound to prove more satisfactory and permanent.

In the Medical Arts Building at Dallas all offices are "outside". This was made possible by the "cross design" for the structure. Even those sections of the offices "on the inside" are well lighted by nature, because there is a "sky-light" some twenty feet in diameter which runs from the top to the basement of the structure. This is a round affair and is surrounded by corridors which lead to offices of occupants of the building.

At present there are four elevators serving the building, two on each side of the circular enclosure from the basement to roof. The new addition will be served by four additional elevators. All offices in the addition to be erected will be "outside". The cost of the building when the new addition is completed will be approximately \$3,000,000.

It was announced that the extra space for the doctors is essential since many of them have planned to enlarge their quarters and have been crying for more space since they entered the building.

The occupants have found that the new quarters and new surroundings have increased practice and that more room is essential.

In order to make the building as convenient as possible, an auditorium will be erected on one side of the "cross" when the new addition is completed. This auditorium will seat 700 or 800 and will afford the doctors a meeting place for their conventions and clubs and furnish a reading, lounging, and conversation room and library.

IN CORYZA, LARYNGITIS, LA GRIPPE, INFLUENZA

R

PINEOLEUM

Free on request: 1/2 doz. new Pipet packages or \$1 Improved Oil Nebulizer
The Pineoleum Company, Dept. ME, 52 West 15th St., New York City

Is the Public "Down" on Physicians?

(Continued from Page 26)

"The reasonableness and hence the legality of the charge depends upon the facts as to the seriousness of your complaint, the standing of your physician and other facts that are not before us. Another doctor would be in a better position to advise you than we are."

And from another paper:

"Why do doctors charge such outrageous prices—\$5 for a home call?

"My wife was sick with an earache. She called a doctor, who talked to her for five minutes, examined her neck, then admitted he was no ear doctor, gave her no medicine or prescription and charged her \$5. My wife had not slept all night with headache, earache and pain on gland of neck.

"How do doctors get that way? To expect \$5 for a house call and can't give a person relief from a headache or earache!"

There is a tendency to blame physicians in general for the faults of a particular physician.

The writer of this article has read a great many newspapers from all over the country—thousands of them—and has seen only one departure from that type of letter from subscribers. As the exception to the rule, it deserves to be quoted here:

"A specialist had successfully treated a well-to-do man and then sent him a bill for \$56. The other day the doctor received a check bearing not only the amount of the fee but also an extra \$100 as a bonus. This, the patient explained, was for having been saved from what he calculated to be a week's absence from his business. This is a rare display of appreciation of the inestimable services of the medical profession." And the copy-reader headed it, "Rare Gratitude."

To get right down to the root of the matter, it is time for the

profession to consider their own state of mind. Aloofness won't help; the world and the public simply isn't built that way.

If physicians don't want to continue on the defensive, they must get on the offensive. Any general can tell you that.

Nothing is more ridiculous and at the same time less ethical than a physician standing up and telling the world how good he is.

But there is nothing ridiculous or unethical in the entire profession rising up and asserting itself. Paid advertising, properly executed, is one method.

Another method is to have each county society encourage its local newspapers to investigate communications before printing. There is a parallel situation in other fields and in the recommendation made in National Cleaner and Dyer:

"Few papers willingly antagonize any industry. If any local paper has a number of friends in the cleaning industry to consult from time to time, there is likely to be more beneficial than injurious material published. And it will be done without 'pull' or 'pressure'; the way for getting at the truth with the least possible resistance has been opened. Some papers have men in different fields, such as electrical, medical, legal and others, as a sort of an advisory board. These men are called up when any question arises in the editorial department."

That idea might be used more widely by medical men to their economic advantage.

The public is not "down" on the profession, but the public wants to be shown. So long as physicians allow others to defend them, defense it will be.

When physicians decide to assert themselves, they will find popular approval ready and waiting.



Oxy-Crystine influences metabolism as shown by increased weight in the weak, thin, and undernourished. On the other hand those above normal weight often reduce to the normal limit under properly regulated doses.

Oxy-Crystine *Therapeutically Correct*

restores nutritional balance. By virtue of its eliminative properties it also assists in the reduction of high blood pressure. It tends to restore the alkaline reserve of the blood which is regarded more and more as of vital importance.

Oxy-Crystine Corporation,
P. O. Box 118,
Grand Central Station,
New York, N. Y.

Please send me a sample of
Oxy-Crystine prepaid and with-
out charge. ME-7

Dr.....

Address.....

.....

.....

MEDICAL ECONOMICS **In Japan**

The James-Saka Hospital
1441 Asamadai, Shinagawa
Tokyo, Japan

To the Editor of
MEDICAL ECONOMICS:

With the best courtesy of mine I might thank you for your right worthy "Medical Economics," which you, on solicitations of Dr. J. Z. Chlemenia, are kindly going to send me regularly henceforth.

I find myself just impatient to inform you that the sample of the journal impressed me so rich in suggestion and very interesting and useful for us practitioners.

With my most sincere regards, I always am,

Very respectfully yours,
T. SAITO.

Thank you, Dr. Saito.

MEDICAL ECONOMICS will keep right on trying hard to be "rich in suggestion", and to be "right worthy" of its readers!

Trend to Metric Standards

In recent testimony before Congress it was pointed out that the worldwide trend to metric standardization is very rapid. Within the last five years Japan, Russia, Poland, Latvia, Morocco, Turkey, Greece, Esthonia, Lithuania, the Netherlands Indies, Siam and Persia have confirmed by legislative enactment their adoption of metric units.

"With almost a billion humans using metric units in everyday transactions, it is manifest that these standards are simple and practical," declares Aubrey Drury, Director of the All-American Standards Council. "To secure them for ourselves, our old yard will simply be advanced about 10 per cent to the meter, or world yard; our old pound avoirdupois will be advanced about 10 per cent to the 500-gram weight or world pound; our old liquid quart will be advanced about 5 per cent to the liter, or world quart. All units will be decimally divided, like our currency."

Metric advocates declare that the new measures will greatly benefit our world trade and domestic trade, agriculture, education and household economics.

Financial Questions and Answers

(Continued from Page 47)

return, nevertheless I should not like to purchase issues whose direct yield is under $5\frac{1}{2}\%$. J.L.

A: According to published information on the following preferred stocks appear to be satisfactorily protected both from the standpoint of assets and earnings and any one of them would seem to make a desirable reinvestment medium for the funds which you expect to shortly have available: Mackay Cos (The) 4% preferred selling currently at about 71 at which price the direct return is about 5.65%; Columbia Gas & Electric 6% preferred selling currently at about 101½ at which price the direct yield is about 5.91%; Public Service Gas & Electric 6% preferred selling currently at about 102½ at which price the direct yield is about 5.85%.

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Self-rising — Council accepted
Month's supply of thirty boxes \$4.85

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NEO-REARGON

possesses ALL the desirable qualities of an efficient GONOCOCCICIDE.

It has great Penetrating and Germicidal Power.

It is Non-Toxic to living tissue.

The injections are **painless and non-irritating.**

It will not cause complications.

It will greatly reduce the time of treatment.

* * * *

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and Literature*

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TOURS & *for* PHYSICIANS CRUISES OR PATIENTS



Some suggestions for reading-up on where to go and how to get there

The Cunarder: This is a travel magazine published by the Cunard Line, and offered at a very nominal subscription rate. It is rich in color, illustration, and text, and compares favorably with *National Geographic, Asia*, or any of those publications devoted to *wanderlust*. 25 Broadway, N.Y.C.

Red Star Ships: Including, for one thing, a number of photographs of the Lapland, which will carry the 1927 MEDICAL ECONOMICS Tour of Europe over and back. Issued by the Red Star Line, 1 Broadway, New York.

Belgium: This is as good as an evening with Burton Holmes! Write the Red Star Line, 1 Broadway, New York.

Europe By Motor: Across the desert and through the Garden of Allah on an eight-cylinder "camel". Also a number of other highly romantic excursions. Address Lifsey Tours, Inc., 527 Fifth Ave., New York.

Watering Places of Switzerland: We are informed there are only a few of these books left, and since they are really worth having, we recommend prompt action on the part of physicians interested. Issued by Swiss Federal Railways, 241 Fifth Ave., New York.

Italy: A booklet you should have. Write Italian State Railways, 281 Fifth Ave., New York.

Deutscher Baderkalender: An encyclopedia on the German Spas printed entirely in German. 376 pages, bound in cloth. Write to German Health Resorts, 630 Fifth Ave., New York.

Great White Fleet: The "timetable" of the Caribbean, giving ports of call, sailing dates, and so forth. United Fruit Company, 17 Battery Pl., New York.

Wonderful Wessex: Travels about the homeland of Thomas Hardy, William Barnes, and John Lothrop Motley, with plenty of historical interest. Write the Great Western Railway, 315 Fifth Ave., New York.

The Black Forest and the Lake of Constance: One of a series of German guide-books. Written in English but full of the charm of the region along the Rhine, and exhibiting unusually beautiful photography. German Railroads, 630 Fifth Ave., New York.

To the Bavarian Alps: Our first glance into this folder caused us to rub our eyes and look again. It is something altogether new in travel literature, and decidedly worth looking through. Given out by the German Railroads, 630 Fifth Ave., New York.

Auvergne: Another of these delightful French booklets. A peculiar thing about European travel literature is that you can sense the spirit and temperament of the region in the style of its printing. The cover of this booklet is worth framing. Distributed by Railways of France, 701 Fifth Ave., New York.

Bretagne: This is similar to the above, except that it is not translated into English. Still, it may help you brush up a little on your French. Write Railways of France, 701 Fifth Ave., New York.

The Standard Saline—since 1895



FOR 31 years doctors have used, prescribed and recommended Sal Hepatica. It is the approved laxative and cathartic for flushing the intestinal tract and for promoting internal purification.

Fortified by the addition of sodium phosphate, Sal Hepatica is an effervescent saline combination similar to the natural "Bitter Waters" of certain medicinal springs of the United States and Europe.

Sal Hepatica is an ideal preparation for the practitioner to recommend—it is efficient, palatable and reliable, and does not create a condition of tolerance.

Samples for clinical purposes

BRISTOL-MYERS CO., 75 M West St., N. Y. C.

Sal Hepatica

The Treatment of Syphilis MERCOFUM

Colloidal Mercury Vapor

NOT A SUBSTITUTE for other medication, BUT, having DECIDED ADVANTAGES. MERCOFUM does not increase INTRA-VASCULAR PRESSURE; is therefore IDEAL (with or without iodides), in ANEURISM and HIGH BLOOD PRESSURE cases.

Correspondence with physicians invited.



COUPON

FUMAE LABORATORIES

488-490 Sumner Avenue, Brooklyn, N. Y.

Gentlemen:

Please send sufficient MERCOFUM for complete clinical trial at your special introductory price of \$1.00—Regular price \$5.00.

NAME:

ADDRESS:

Toledo's Health Publicity Campaign

(Continued from Page 11)

the activities of the Doctor's Service Bureau, has been a wonderful factor in advertising the civic labors of The Academy of Medicine and has been the means of making many friends for the individual doctors and their organization. We feel that it would be doing a splendid work if other communities and county medical societies would inaugurate active Publicity Committees."

So much for the nature of the campaign.

To date sixty-six releases have been made, and the results have been overwhelmingly favorable.

The work has even been extended to include radio broadcasting, health talks being given each Tuesday evening from WTAL, Waldorf Hotel, Toledo.

The following is a typical release to the newspapers:

"HIGH LIGHTS IN MEDICINE"

Nervousness Best Treated By Understanding of Cause Medical Bulletin Avers.

The term "nervousness," as commonly used, implies an abnormal mental condition of a minor character. The condition is less in magnitude and gravity than any of the insanities. The "nervous" individual is usually classified in a group of nervous disorders known to the medical world, as the "psychoneuroses." Whether a person suffering from nervousness belongs to the latter class or another is a question for diagnosis, which can be made safely and with certainty only by experienced physicians.

The nervous person—the "psychoneurotic"—is not afflicted with a disease in the ordinary sense that some entity has gotten into him, such as occurs in pneumonia or typhoid fever; but, he reacts to situations in an unnatural or exaggerated manner. The reactions are not primarily physical, but psy-

chical, in which the emotional sphere is largely involved.

Unpleasant Work Is Cause.

One who is forced to forego engaging in the vocation of choice for one which is distasteful is prone to react with greater fatigue than otherwise would be the case. More will power is required, attention is found more difficult and there is the burden of a depressed emotion to carry, all of which in effect increases the heaviness of the work. Success is not so likely to follow. This again adds to the difficulty until finally the victim "breaks down" from "overwork." Such patients are generally referred to as affected with "neurasthenia."

Another example not infrequently encountered in medical practice is where a son or daughter of marriageable age is supporting by work one or both parents. This may go smoothly until he or she is tempted to marry and yet has not the means of taking care of two families.

The difficult problems involved in the situation often throw out of balance and drain the emotions with the result that the individual becomes "nervous."

In a normal person, anger is most provoked by some obstruction to his intentional acts, whether it be by colliding against an object in the dark, or a poor driver who blocks the progress of his automobile in the street. But, where the hindrance possesses a more or less moral justification and when the individual finds himself in a doubtful conflict between opposing lines of conduct—between self-interest and ethical duty—the reaction may not be manifested in undisguised anger, but in various roundabout forms as nervous symptoms. Certain disharmonies in the domestic life frequently, subtly and obviously, engender neurotic symptoms.

Phobias Created.

Psychic associations play a part in the creation of "phobias" or morbid fears. A patient, who has had a seizure of dizziness from indigestion or improper food, may associate this with the thought of "stroke." He will henceforth fear such attacks with its attendant

(Continued on Page 62)

In Biliary Stasis and Hepatic Torpor -- prescribe

AGO-CHOLAN TABLETS

2 GRAINS EACH

Literature and samples from E. BILHUBER, Inc., 25 West Broadway, New York, N. Y.

THIALION

**A LITHIATED LAXATIVE SALT
THE MOST EFFICIENT ANT-ACID**

INDICATIONS:—

Gout, rheumatism, constipation, acute and chronic, hepatic torpor, albuminuria of pregnancy, asthma, incontinence of urine, gravel, cystitis, uro-genital disorders, chronic lead poisoning, headache, neuralgia, neurasthenia and lumbago. It is indicated in all cases where there is a pronounced leaning to corpulency, reducing to a minimum the always present tendency to apoplexy.

In malaria because of its wonderful action on the liver increasing two-fold the power of quinine.

**Literature and Sample Bottle
to Physicians on Request**

**The Vass Chemical Co.
Danbury, Conn.**

Fifty Times Tested

More and more the modern clinician appreciates the profound physiological importance of calcium and phosphorus. More and more, too, he is insisting that these elements be administered in their most absorbable form and in a state of exceeding purity.

ESKAY'S NEURO PHOSPHATES

**SMITH, KLINE
& FRENCH CO.**
105-115 No. 5th St.
Philadelphia, Pa.
Established 1841

*Manufacturers of
Eskay's Food
Eskay's Suxiphon*

contains calcium and phosphorus as a calcium acid glycerophosphate, their most soluble and absorbable form. Moreover its ingredients are subjected to 50 tests for identity, purity, quality and strength, and every lot of the preparation is standardized to insure absolute uniformity.

THIS MONTH'S FREE LITERATURE

A tabloid guide for keeping up-to-date on manufacturers' literature and samples

What Motion Pictures Can Do For Medical Education: A reprint of a paper by Dr. Montague, in which considerable light is shed on a very modern subject. A very brilliant light, too, if you ask us. This can be obtained from Joseph Franklin Montague, M.D., Bellevue Hospital Medical College Clinic, New York City.

Bringing the Sex Hormones to the Medical Profession: This 32-page book on sex gland therapy is made doubly interesting by frequent charts, drawings, and photographs, all done in a wealth of color. Write to Reed & Carnrick, 155 Van Wagenen Ave., Jersey City, N. J.

Safe Sterilization: Describing the new 1515 Castle Sterilizing Unit, and how it facilitates matters. Address, Wilmot Castle Co., Rochester, N. Y.

Ampoule Solutions for Hospitals: A special list of preparations generally used in hospital practice, with information on physiological action, dose, and therapeutic use. Distributed by Swan-Myers Company, Indianapolis, Ind.

Merrell Digitalis Bag: A sample bag, so we understand, will be sent to any interested physician. Ask the Wm. S. Merrell Company, Cincinnati, Ohio.

Vanta Baby Outfit Book: Every physician knows some mothers or prospective mothers who would appreciate a copy of this helpful little book. Copies may be had from Earnshaw Sales Co., Inc., 325 W. Jackson Blvd., Chicago, Ill.

Diathermy in Pneumonia: A clinical report, very appropriate at this season, is ready for distribution. Drop a postcard to Victor X-Ray Corporation, 2012 Jackson Blvd., Chicago, Ill.

1000 to 1! (In 5 minutes): This isn't the title of a new Douglas Fairbanks picture. It's a circular of very great interest to physicians, and its sponsors are Forbes Diatase Co., Marietta, Ohio.

Oscodal—Literature and Sample: Cod liver oil therapy disguised! H. A. Metz Laboratories, Inc., 122 Hudson St., New York.

Super-Concentrated Antitoxin Syringe: All the features of this device are demonstrated in a water-filled sample, which you can have by writing H. K. Mulford Co., Mulford Building, Philadelphia, Pa.

Urocedrol: An eight-page circular briefly describing the use of this product in the treatment of acute and chronic gonorrhoea, cystitis, pyelitis, vesical catarrh, and so forth. To be had from The Anglo-French Drug Co., 1270 Broadway, New York.

The Notifiable Diseases: A ready reference booklet containing the latest data on etiology, diagnosis and management. Tables of condensed information are always interesting, but the one in this booklet is worth putting under glass. It is a joy to review literature like this. Published by The Purdue Frederick Company, 135 Christopher St., New York.

For Nearly Fifty Years

Vapo-Cresolene

Has Relieved Cough



"The lamp that is known as the VAPO-CRESOLENE lamp is of great benefit in whooping-cough, and will be found at times to relieve the coughing spells, particularly those that occur at night of bronchitis and broncho-pneumonia." — Hore's System of Practical Therapeutics, Vol. IV, p. 350, article Pneumonia and Pleurisy.

For adults or the very young child. Used at night the vapor—specially prepared cresols of coal tar—permeated air, is reaching the seat of infection with every breath.

THE VAPO-CRESOLENE CO.
62 CORTLANDT STREET NEW YORK CITY

When The Phone Bell Rings

It is a fact that more physicians are found vacationing at the mountains, abroad, in quiet retreats—out of reach of the phone—than any other one class of professional men.

Not but that the telephone is a necessity to the physician at work—and a blessing in emergencies, *but*, Oh! the unnecessary, wracking, maddening jangle of the countless rings from patients who like to be coddled—from imaginary sufferers, from people who only need to eat proper foods.

Shredded Wheat

We have a booklet we'll mail to any list of such persons you send us. We'd like to give you a copy yourself if you haven't read it. It describes the benefits of a whole wheat diet. Shows how Shredded Wheat retains all the BRAN, PROTEINS, CARBOHYDRATES, VITAMINES, and SALTS of the whole grain in its natural proportions, and makes them digestible by steam-cooking, shredding and baking. The name of the book is "Ask the Doctor". Write us for as many copies as you need and free samples of SHREDDED WHEAT.



THE SHREDDED WHEAT COMPANY
NIAGARA FALLS, N. Y.

Past Due

(Continued from Page 15)

and pad and pencil I got busy. I telephoned the first name on the list.

"This is Doctor So-and-So's office," I said. "The Doctor finds himself in a rather difficult position and so he is going to ask a big favor of you. This is in strict confidence, of course. The fact is the Doctor finds himself in need of ready money with which to take care of some very pressing bills. I am sure that you will be glad to help him out on that matter of \$75.00 which you owe him?"

What happened in this case was what happened in most of the cases: The debtor immediately felt the urgency of the matter; the need of the money was a matter of strict confidence, the request a friendly one. What could he or she do? Only two things: either definitely refuse to co-operate—or pay up. Usually the debtor did a little very polite and futile hedging and then stated that he or she would be glad to help out the doctor in the emergency. Then I clinched the proposition neatly:

"Thank you ever so much; I'll send a messenger right over with the receipted bill."

The fact that the messenger arrived within ten or fifteen minutes didn't give the debtor time enough to change his or her mind—no possible chance to hedge. When the day ended over 60% of the current obligations were paid in full; about 10% made partial payments and a few of the obligations were matters of adjustment between the surgeon and the patient, a few were away from home and no more than three downright refusals to pay were heard. The surgeon was surprised and gratified.

"Your assistant could do the same thing every month!" I truthfully told him. "As it is

you called me in—and my percentage of the money received will approximate a hundred dollars. That's paying a rather high premium for the money that was justly yours!"

Nevertheless, he handed me all of his past-due bills. Most of which I managed to collect with various routine methods.

A primary cause of many disputed accounts is due to the fact that no definite understanding is arrived at at the time the obligation is incurred. This is bad business. True, there are emergency cases and certain circumstances which make such an understanding an utter impossibility. As a rule, however, it is a wise idea to discuss with patients and their families the matter and method of payment of the obligation. Such a discussion will bring forth the financial standing and ability of the individual who is to shoulder the burden. How many doctor's accounts have been hopelessly lost simply because no one would accept the responsibility! Yet, at the time the services were rendered, it would have been a simple thing to have asked definitely who would take care of the account. An admission by an individual or a group of individuals is usually morally binding if not legally binding. And bear in mind, please, that the ability or capacity of the debtor to pay is not the same thing as willingness to pay!

Know the debtor! The more information you have about the debtor the easier it will be to collect from him, the easier it will be to maintain his respect. Draw an imaginary circle around each debtor—that circle may be a small one or it may be a large one—but it should be large enough to represent the sphere of the debtor's activities. Record within this circle every item of information you have on the

STANNOXYL

PURE OXIDE OF TIN AND TIN METAL

for your patients who have ACNE, BOILS, CARBUNCLES, STYES, ETC., supplied as follows: INTERNAL TREATMENT—STANNOXYL TABLETS OF 80, EXTERNAL TREATMENT—STANNOXYL, LIQUID, GLYCERINE, OINTMENTS, ETC.

Complete literature and samples on request

THE ANGLO-FRENCH DRUG CO., 1270 Broadway, New York, N.Y.

LAMBERT PHARMACAL COMPANY

SAINT LOUIS, U. S. A.

Makers of [LISTERINE
LISTERINE TOOTH PASTE
LISTERINE THROAT TABLETS]

[Offices in NEW YORK, TORONTO, LONDON, MELBOURNE,
PARIS, MADRID and MEXICO CITY]

[Laboratories in TORONTO, PARIS, MADRID and MEXICO CITY]

ORCHOTINE

Modern and effective treatment of
LOWERED SEXUAL REACTION IN MEN

due to endocrine impairment

At all leading wholesale and retail druggists

HUDSON PHARMACAL CO.

UNION CITY, N. J.

debtor—this is a matter of routine in office records. But it will pay; for it is only by knowing all about a man or a family that you can judge accurately and justly.

Now we come to the letter campaign—the cheapest, the most reliable and the best collecting medium you may employ. The purpose of the collection letter is to get the money justly due you and to get it without working an injustice on the debtor—and at the same time keep within the bounds of ethical practice and moral rights. And—most important of all—to retain the respect and friendship of the debtor. No collection method is worth much if, in the process of

getting what is due you, you lose the respect and gain the enmity of the debtor.

In the first place the collection letter—say the first of the series—should not be sent out until after the eleventh of each month, or shortly following the date on which the debtor promised to pay but failed to do so or to present a logical excuse.

The average collection letter following in substance and form something of a standardized chart. If you want to get close to the debtor you must emphasize the "You" interest. Here's something of a standardized form which will clearly indicate what I am driving at:

Apply the "You" INTEREST	Try Utility on on	<ul style="list-style-type: none"> Ambitious Man Married Man Successful Man Struggling Man
	Suggest Caution to	<ul style="list-style-type: none"> Cunning Type Slow Plodder The Cheater The Stolid Type
	Dwell on Pride to Man	<ul style="list-style-type: none"> With Social Position Of Civic Affairs With Expensive Children With Good Record
	Touch Self-Indulgence of Man Who	<ul style="list-style-type: none"> Lives Well Has Other Interests Has Expensive Tastes

In the next of this series on collections I will go into the various interesting angles of writing collection letters that collect; examples will be shown of the right and the wrong types of collection letters. You may be surprised to note a decided *selling complex* in some of the

letters shown. Collecting is re-selling. Even the professional man cannot get away from the fact that he is engaged in selling; hence his collection letters, properly and wisely used, are merely re-selling instruments that will awaken in the debtor his latent sense of moral obli-

For Bronchitis and Winter Cough — Prescribe

Literature
and
Samples
from

IODOTONE

Each Dram
Represents
One Grain
of Iodine

EIMER & AMEND, 207 Third Ave., New York

ECHITONE CYSTOSEDATIVE

Clinical results have proven the power of **ECHITONE** to correct many conditions caused by a Blood Dyscrasia, Syphilitic Eruptions, Scrofula, Chronic Eczema, Furunculosis, etc.

is recommended in the treatment of almost every form of Cystitis and Prostatitis, especially old, chronic cases with frequent urination. Excellent results have been obtained in Cystitis of the Vesicle Neck, Pyelitis and chronic Posterior Urethritis.

Complete formula, literature and samples to physicians only.

STRONG, COBB & COMPANY
CLEVELAND, OHIO.



**KNOWN BY PHYSICIANS
USED THE WORLD OVER
LIKED BY THOSE WHO USE IT**

CELESTINS VICHY

THE NATURAL ALKALINE MINERAL WATER
FROM THE WORLD FAMOUS SPRING
THE PROPERTY OF THE FRENCH REPUBLIC
BOTTLED UNDER SUPERVISION OF THE STATE
USED IN MANY INSTITUTIONS AND HOSPITALS

SOLD BY DRUGGISTS

AVAILABLE AT HOTELS, CLUBS AND RESTAURANTS

When hepatic secretion is suppressed, in whole or in part, the process of digestion ceases to work smoothly and after a time the sufferer seeks professional advice.

Among the several agents recommended

CHIONIA

A Preparation of Chionanthus Virginica

has won a position of prominence. It has been in use for so many years that practically the entire profession is acquainted with its value as an hepatic stimulant. Prepared exclusively for Physicians' Prescriptions.

* * * *

It is a fact that the combination of the five Bromides of Potassium, Sodium, Ammonium, Calcium and Lithium presented in a pure and eligible form has decided advantages over the single salts. The bromide treatment gives better therapeutic results through the use of

PEACOCK'S BROMIDES

than is possible with the single salts.

Each fluid drachm contains 15 grains of the purest bromides of potassium, sodium, ammonium, calcium and lithium.

.....
We will be glad to send a liberal sample of either or both of the above products to any physician returning this coupon with his Prescription blank.

(..) Chionia.

(..) Peacock's Bromides.

Peacock Chemical Co.
St. Louis, Mo.

gation. And once this sense is thoroughly awakened, given the capacity to pay, the way for a final and satisfactory adjustment of the account, is definitely mapped. And that is just what the collection letter can do for you; Uncle Sam, through the virtue of our postal system, is about the most efficient and the cheapest collector you may use.

Above all, give attention to the appearance of your collection letters. Do not send out a letter that is not up to the same standard that you set for your personal dress.

Carelessness in stationery, in typing, in spelling, in addressing, is equally as bad as carelessness in clothing. Both leave unfavorable impressions, but of the two, the letter is probably the more lasting; it is a written record.

Make sure your letterheads are up to your standing, printed on a good paper, typewritten cleanly, and addressed correctly.

Try to visualize the moment that your patient receives your letter or statement. Project your presence into that moment!

(Mr. Botsford's second article on collections will appear in an early issue.)

Toledo's Health Publicity Campaign

(Continued from Page 54)

introspection and self-analysis until the fixity of attention on self, with the loss of self-confidence, actually produces a lack of the sense of security. This state of mind, aided partly by a slight altered circulatory tone due to emotional disturbance, continues the episodes of giddiness with attending apprehensions.

Suggestion is often a factor in the production of a morbid apprehension. This was the case with a gentleman who was excessively fearful of going in the streets after a friend of his had fallen dead in the street from heart disease. Dr. Oliver Wendell Holmes, in "The Mortal Antipathy" founds the nub of the story upon such an association of ideas.

(Concluded on Page 64)

The Call of the Factory Whistle

(Continued from Page 30)

Industrial surgery appeals to me as being very nearly an ideal occupation, provided one is connected with a firm whose personnel are enlightened and appreciative of the doctor's efforts to take care of the human machinery of the plant.

One will not get wealthy, but the work is pleasant, easy as compared to practice, and many firms have a retirement arrangement which should be considered in the light of accumulation of capital.

One can study cases from a scientific standpoint, bring them back to maximum function with physiotherapy, work out various hobbies and experiments, read medical and other literature, and enjoy practice and life, without being consumed by the intense commercialism of the present day.

Phosphorcin

During Convalescence
from

**INFLUENZA
and
PNEUMONIA**

Phosphorcin increases the body resistance and renews the vitality and strength of your run down patients. By supplying phosphorus to the impaired nerve cells, it hastens convalescence.

A scientific combination of the glycerophosphates with nux and pepsin, and containing no sugar or alcohol, it may be given for a long time without gastric irritation.

Dose: 2 drams in water t.i.d.

Sample on Request

EIMER & AMEND

Third Avenue and 15th Street, New York

Are You One of Them, Doctor?

The trustworthiness of Feen-a-mint as a safe and competent laxative for home use, has entrenched that product most strongly in medical confidence.

Within the past eighteen months, thousands of practising physicians have responded to our courtesy offer to provide any properly registered graduate in medicine with a generous supply of Feen-a-mint for home or practice use. The only active agent in

Feen-a-mint The Chewing LAXATIVE

is Phenolphthalein (yellow), a drug which is approved by the medical profession. Since this drug is most efficient when thoroughly masticated, it is particularly effective in Feen-a-mint because of its chewing gum form. Feen-a-mint is an attractive way of administering laxative measures especially where objection arises to ordinary forms of catharsis—especially with children and a particularly frequent class of adults who presume to know more about their physical needs than their attending physician.

If you are not already familiar with Feen-a-mint, let us mail you a supply. No obligation is assumed. Request upon prescription blank or professional stationery will bring prompt response.

MEDICAL DIVISION

HEALTH PRODUCTS
CORPORATION

113 No. 13th St., Newark, N. J.

A lack of secretion in the intestines is one of the principal causes of chronic constipation.

PRUNOIDS

given at night over a period of one week will increase glandular activity without exciting pronounced peristalsis and will gradually overcome this form of constipation.

Prunoids are made of Phenolphthalein (one and one-half grains in each) Cascara Sagrada, DeEmetinized Ipecac and Prunes.

* * * * *

When the heart has been weakened from prolonged overwork and strain,

CACTINA PILLETS

A Preparation of the Mexican Night Blooming Cereus

may be safely and effectively prescribed.

Thus employed, Cactina gradually improves the nutrition and tone of the heart muscle, restores the cardiac rhythm and renders the heart more resistant to irritating influences. Cactina is a true cardiac tonic without cumulative effect.

Samples to Physicians Only

.....
We will be glad to send a liberal sample of either or both of the above products to any physician returning this coupon with his Prescription blank.

(..) Prunoids.

(..) Cactina Pillets.

Sultan Drug Company
St. Louis, Mo.

(Concluded from Page 62)

The best means of cure is not found in drugs so much as in the clear understanding of both doctor and patient of the psychological connections at play and from that a re-establishment of normal adjustments.

These articles along medical lines will appear in series each week. They will be written in popular English and are authentic because submitted by the publicity committee of the Toledo Academy of Medicine. The public is invited by the Blade and the medical profession to suggest topics for future articles. Write, phone or call at The Toledo Academy of Medicine, Monroe at Fifteenth, Toledo, Main 4001.

Concerning the prospect of a paid advertising program later, Dr. K. D. Figley, secretary of The Academy of Medicine, has this to say:

"In our opinion, this publicity business is here to stay. It perhaps shocks the sensibilities of the older school of practitioners, but times have changed and in this commercial age our profession must use the modern weapon of advertising to "sell" its precious accumulation of knowledge to the public. Quite recently in Kansas City, there appeared a most unique full-page advertisement addressed to the youth of the city, telling of the thrill to be obtained from religious experience. The copy was written by professional ad-writers and paid for by the churches. More and more the ministers are using newspapers to 'put over' their messages to the public. Shall we be the last to see the light?

"Before long, no doubt, this question of paid advertising will come up before our Academy. It is the next step after the initial series now running in two Toledo papers. Therefore, it behooves us all to give thought to this matter so we may grasp its great significance."

It does indeed, Dr. Figley, behoove us all!

MEDICAL ECONOMICS extends its congratulations to you and to every member of your wide-awake group.

National Medicinal Products



AMPYDIN

(Amidopyrine-National)

VALUABLE for its prompt and effective relief of pain without undesirable by-effects. Prescribed by physicians in steadily increasing numbers for relieving pain of headache, dysmenorrhea, neuritis, migraine and similar conditions.

Supplied in crystals, 5 grain capsules, and 5 grain tablets.

Trial sample and literature on request.

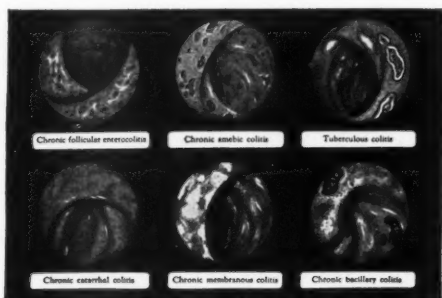
Pharmaceutical Laboratories

National Aniline & Chemical Co., Inc.

40 Rector Street,

New York, N. Y.





COLITIS

CONSTIPATION in *Colitis* implies that the peristaltic reflex is absent due to the desensitization of the nerve plexi of the intestine by toxemia, also that an attempt is being made at immobilizing an inflamed area.

Diarrhea in Colitis shows that nature is enforcing the principle of intestinal drainage. The liquid feces increases the absorption of toxic products from the colon by increasing the absorption area of the fecal mass and by putting certain intestinal toxins in solution.

Alternating Constipation and Diarrhea in Colitis. When the fermentative and decomposition processes develop poison products sufficient in quantity and toxicity to produce an explosive edema of the mucosa, diarrhea results. Or a stasis of fecal material may exist with channelling or circumvention of the mass, thus resulting in co-existing diarrhea and constipation.

The lubricant Nujol is particularly valuable in colitis and allied conditions. It overcomes constipation by providing proper intestinal drainage. It spreads over irritated and abraded spots, giving them an opportunity to heal. Viscosity specifications for Nujol were determined only after exhaustive clinical tests in which the consistencies tried ranged from a water-like fluid to a jelly. The name "Nujol" is a guarantee to the profession of absolute purity and insures that the viscosity of the liquid petrolatum so labeled is physiologically correct at body temperature and in accord with the opinion of leading medical authorities. Nujol is the highest quality liquid petrolatum made by the Standard Oil Co. (New Jersey).

Nujol

REG. U.S. PAT. OFF.

For Lubrication Therapy

Made by NUJOL LABORATORIES, STANDARD OIL CO. (New Jersey)

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